Canadian
Home Economics
Journal

Revue
Canadienne
d'Economie Familiale

Winter 1983 Volume 33, No. 1

Hiver 1983 Volume 33, No 1

Shaping Policy
Développement d'une politique

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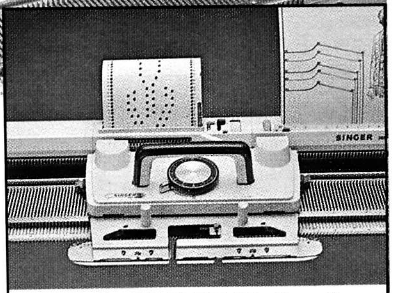

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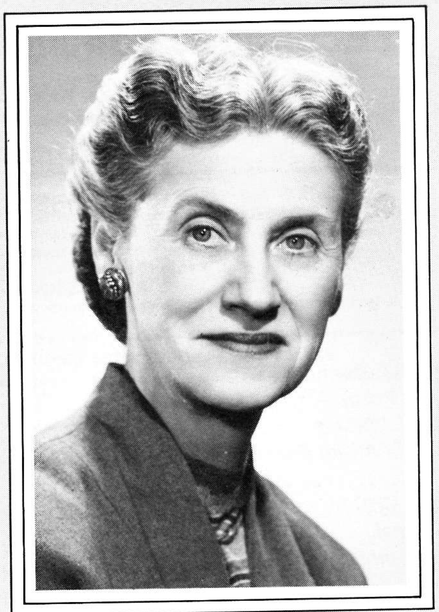


IN MEMORIAM

Dr. Laura C. Pepper

Home economists across Canada who were privileged to know or work with her, will be saddened to hear of the death of Laura Pepper. She died peacefully at her home in Ottawa on August 9, 1982.

Most of her long and distinguished career was spent in the Canada Department of Agriculture (1931-1964). She joined the Dairy Branch in 1931 where she lectured and promoted the use of dairy products. In 1939 she was appointed Chief of the then new Consumer Section, Marketing Service. In this position she brought the consumer viewpoint to a government department for the first time. As a link between producers and consumers, the Section had the responsibility of promoting agricultural products.

Throughout World War II, the Section played an active role in providing consumers with information on the preservation and conservation of food. One of the highlights of those years was a national home canning campaign with demonstrations being given in major centres across Canada. The Section worked closely with the Wartime Information Board in supplying press and radio with weekly releases. In the early 1940s Laura Pepper's voice was frequently heard on CBC radio — probably the first of the consumer food programs. In recognition of her wartime work to agriculture she was named a Member of the British Empire in 1946.

Prior to joining the Department, she worked for Childs' Restaurants in New York and Toronto. She later became Assistant Director of Home Service, Consumers Gas Company, Toronto. She was a graduate of Macdonald Institute. Guelph and took her dietetic internship at St. Luke's Hospital, New York.

Laura was well known to consumer associations across the country for she worked very closely with CAC during the formative years of that association to assist them in understanding government policies and regulations.

She took an active part in the affairs of both the Canadian Home Economics and Canadian Dietetic Associations. She was one of the first Directors of CDA (1939-41). She was a member of both CHEA and Ottawa HEA at the time of her death.

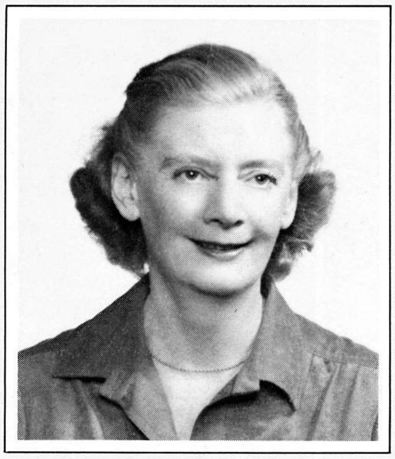
In 1957 she represented Canada on a special advisory committee of FAO in Rome to study the home economics program. In 1960 she received an honorary Doctor of Laws degree from Mount Allison University for her contribution to home economics in Canada.

Since her retirement she has been very active in the Zonta Club of Ottawa, of which she was a member for over 50 years, and in the Anglican Church. She is survived by her sister, Evelyn Pepper of Ottawa.

All those who worked with Laura in the days of the old Consumer Section, (now Food Advisory Division) will remember her with affection. Her enthusiasm and sense of humour were contagious, her vision and dedication to her profession inspiring. We have lost a good friend and we will miss her.

Submitted by
Lenore Newman
Food Advisory Division
Agriculture Canada

Beyond — Education and Policy



A Time to Act

President's Message

Margaret Wallace

Over the past few years, the field of home economics has been undergoing change, developing and expanding traditional aspects while widening its approach in areas considered until recently non-traditional. This situation is not unique to our discipline, but it is gratifying to observe the desire and drive to be more responsive and open to change. From this growth, other factors inevitably emerge. These are concerned with the struggle to survive as a profession with an accepted and publicly recognized image, the broadening base of the discipline itself which enriches but divides at the same time, and the increasing concern and involvement in social issues. In broader perspective, there is also the effect of the general decline in economic stability in Canada and abroad, and through our improved communication network, the force of world events impinging on our own lives.

As a professional body, we are growing, stretching and questioning more and more. But we have to channel and direct these energies within the context and sphere of our expertise as they best apply to the realities of family life today. The impact of technologies of all kinds, microelectronics, a dropping birth rate and increasing older population, and shrinking renewable resources all have a significant effect on lifestyle and workstyle.

As an association we have already shown our determination to come to grips with these realities, but I would like to relate them to two particular aspects in this short message; namely, *education* and *shaping policy*, the Journal themes of Fall and Winter 1982.

Education, once a most stable and predictable field, has changed tremendously in a comparatively short time. It seems that serious reassessment of the whole system prevails in nearly every province, brought about by dropping student rolls, drastic budget cutbacks, and a growing realization that the mission to educate can only be affected through programs truly relevant to modern life and technology. This state of upheaval cannot last too long, decisions have to be taken, as students grow up all too quickly and must receive the education they need. With less employment, salary freezes, and a more generalist rather than specialist approach, the quality of educational programs and student support services is inevitably effected.

All this is very threatening; but it also provides an opportunity to emphasize the essential value of home economics programs to people of all ages. Through individual efforts at school, college and university levels, we must continue to demonstrate the even greater need for such instruction which can be carried forward and developed through the whole of our lives. Links through associations — local and national — can be invaluable at such times, provided they themselves keep constantly aware of members' needs and attempt to meet them. Feedback and response must be mutual and ongoing, so together, contact and support are provided and exchanged.

To proceed to the theme of this current Journal, the phrase shaping policy has an optimistic ring about it, somehow indicating that change may be affected, influence brought to bear on decisions taken at a higher level.

Policy, according to Collin's New English Dictionary, is "political wisdom; a course of action adopted, especially in state affairs; prudent procedure." These words sound very measured, very wise, capable of providing the best solution to problems. Boards, councils, commissions and other agencies proliferate at all levels of government, many whose main function appears to be to formulate policies, not actually see them carried out. Very few women are part of these powerful bodies to date — bodies that exist for everyone, for all individuals and families. If we seriously want to contribute to change in social action, let us show more faith in our professional background and expertise and be willing and courageous enough to get involved. It is happening already and we should be in the forefront, certainly in areas to do with family life and well being.

Whatever our particular sphere of operation, let our pride and confidence in our profession and our associations give us the impetus to use our special expertise as home economists: as educators, towards new exciting relevant programs; as professionals towards shaping public policies which will show real understanding of people's lives and problems. •

Margaret B. C. Wallace

Focus On: Shaping Policy

We can begin to affect change
at any point in a complex system:
a human life, a family, a nation.

Marilyn Ferguson
The Aquarian Conspiracy, 1981

What Do You Want Me To Say?

Isabel Palmeter
Guest Editor

What do you want me to say: that you are right? If you are right, you don't need me to say anything.

What do men want women to say: that we will be superwomen — chic, maternal, sexy, holy? We are not selfish if we find time for ourselves as well as finding time for others.

What do men want us to do? provide a protecting nest for work-tired husbands? I hope not. We want men to practise responsible participation in building and maintaining that nest.

What do men want us to produce: women who use *wiles* to achieve their ends? We want to produce women who are free to express themselves honestly.

What do we women want to say? that we are not free to control our own bodies? Absolutely not! Women must demand reproductive freedom, including legal abortion.

What do we women want to do: settle for the time-honored establishment where women work at home or at dead-end jobs for no wages or poor wages? I hope not. The political and economic structures for women can be changed, but only when women work together to change them.

What do women want to produce: women who blindly accept dependent status? No. Our daughters must learn individuality, must learn to depend on reliable sources, without becoming oppressed by those same sources. In short they must be free to select.

What do our children want women to say: that their sons should be killed in war to protect their daughters and themselves safely at home? No. Nor should our daughters go to war. Political differences are not solved by military deterrents. Women lose from war. Women must participate equally in decisions that affect them so deeply. Women must not be the reason for men to fight.

What do our children want women to do: sacrifice everything of their individuality to maintain at all costs a family unit based on biological relationships? No, they don't. Children need lives free of poverty and violence; lives full of human love and care. Biological relationships guarantee none of these. It is only a myth that they do.

What do children want women to produce: a world in which women are fragile, sweet-natured, long-suffering? I don't think so. I think they want a world where women may develop both mind and body. The developed mind will produce interpersonal security; the developed body will ensure a greater quality to her physical life.

What do you want me to say? That half of the world is wrong? It is not a case of being right or wrong; it is a matter of growth. We **have** grown, but we are not mature. •

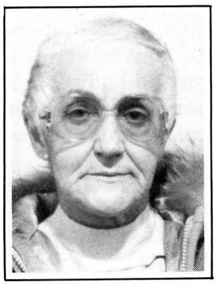
CHEA: Shaping Policy

1939-1972

Anne Kernaleguen

Looking back over the first thirty years of its existence, it can be said that in those years the Canadian Home Economics Association did more to establish a mechanism to facilitate the process of shaping public policy rather than being very actively involved in the preparation and presentation of position papers and briefs. In order for an association to have input in public policy, it is essential first, that it defines its area of expertise and concern. An association also needs to have a strong membership organized in such a way that lines of communication exist among those sharing common interests. While not absolutely essential but certainly highly desirable is some central office which can facilitate the preparation of briefs and be responsible for the dissemination of information quickly and efficiently to the members involved.

The years between 1939 and 1972 in the history of CHEA were years heavily laden with numerous organizational tasks such as the recruitment of a potential membership to a founding conference; the development and maintenance of a relevant constitution; identification of the aims and objectives of the association, the constant task of building an informed membership; the never ending job of getting the organization known and respected by professionals, government agencies and the general public. In addition to all this, regular conferences and the publication of a journal did much to introduce members to each other and to keep the membership informed on current issues which could well become the subject of position papers at some future date.



Dr. Anne Kernaleguen, professor of Clothing at the University of Alberta in Edmonton has been a member of CHEA for a number of years and has served as secretary as well as on various committees. She is currently chairman of the 50th Anniversary Publication.

Soon after its founding conference in 1939, CHEA recognized the need to establish a central office which was established in 1960. While the need for an executive director was identified early, it was not until the seventies that this became a reality. In other words, the foundation necessary for the quick and efficient handling of position papers which could result in a major contribution to the shaping of public policy had become a reality.

In the early years, with a membership of 75 members, CHEA pledged its support to the newly formed War Time Prices and Trade Board. In the years that followed, CHEA and its members worked very closely with this governmental board and contributed to the war effort in numerous other ways as well. The Textiles committee reported efforts in pointing out instances of deceptive merchandising of textiles. Throughout the years, the Constitution committee was amending the constitution to better meet the current needs of the membership and better reflect the objectives of the association as a whole.

Jessie Brodie, second president of CHEA reported that at the request of Nutrition Services, Department of National Health and Welfare, CHEA sponsored and assisted in nation-wide dietary surveys (CHEJ, 1964). As well, CHEA offered its services to the Textile Division of the Consumer Branch, War Time Prices and Trade Board pointing out the need for informative labelling and quality control to make price control effective and assisted the establishment of the Standards Section. Summarizing the effort of CHEA during the war, Francis McKay said "opinion, advice, representation, action and growth — we took our place with other organizations in Canada's war effort" (CHEJ, 1964).

The fifties took a decided turn to the association itself and giant steps were taken from the opening of a national office to the establishment of several scholarships, the publication of a journal, the definition of the "field" and the term "home economist". Of note was the study supported by CHEA and conducted by Grace Duggan Cook entitled "Some Aspects of Home Economics Education in Canadian Universities" which recommended that "Canadian universities offer more specialization in home economics to meet the needs of the profession" (CHEJ, 1964). Undoubtedly, this study had a great influence on the developlent of a well informed and competent membership with adequate training to efficiently deal with issues and develop position papers and briefs in ensuing years.

Marjorie Kennish, president 1956-58, commented on a joint submission with CDA standards for measuring cups and measuring spoons to the Department of Trade and Industry which led to the application of the national trade marks to measuring cups and spoons (CHEJ, 1964). Kay Watson, president 1962-64, reported that the steering committee for Foods and Nutrition prepared and presented a brief to the Senate Committee on

(Continued on page 8)

CHEA's Role in Shaping Public Policy — 1972-1982

May Maskow

It was in 1972 at the Vancouver Conference that CHEA last revised the aim and goals of the Association as stated in our constitution. Six goals were adopted to support our overall aim, "to promote the well-being of individuals and families." Goal number six reads: "To encourage awareness of pending legislation on issues which may affect the well-being of individuals and families and to take action in appropriate cases."

Before describing the ways in which the Canadian Home Economics Association has moved since then toward this goal some thought should be given as to why a professional organization such as CHEA should attempt to influence policy and legislation at all.

In Canada as in most democratic societies governments want to hear from many segments of the population when policy is being considered. Non-governmental organizations are assumed to have a responsibility to submit their points of view in the areas in which they have interest and expertise. And this input is viewed by governments as the collective wisdom of the persons who make up that organization and who support its aim and goals. If a point of view is backed by a resolution or by a position paper which all the membership have had the opportunity to contribute to and vote on, it is generally viewed as a policy statement of that organization. Frequently, however, associations are requested to respond very quickly to specific issues. In this case a letter from the president would have the input of the executive and possibly members with particular expertise and would be received as such.

May Maskow holds a B.Ed. from the University of British Columbia with majors in Home Economics and Biological Sciences and a M.Sc. from Cornell University with a major in Foods and a minor in Biochemistry. An independent consultant in Nutrition Education, Gerontology and Communications, she frequently accepts assignments overseas. May is former Chairman of the Food, Nutrition, Consumer and Family Studies Department at Ryerson Polytechnical Institute and immediate past president of CHEA.

It is thus evident that CHEA has a responsibility perceived both by government and by the profession to influence Canadian policy. To be credible of course, we must direct that influence **only** in the areas in which we **have** expertise. If we were to respond to any and every issue indiscriminantly, any influence we have as a professional body would be lost for we would be playing a political, not professional role. Last year for example, CHEA along with many other organizations received a request from the Ministry of Mines, Minerals and Resources that we respond to some matters regarding pending legislation on mining. For CHEA to respond to that particular issue would have been irresponsible not to mention unconstitutional, and of course we did not do so.

It is interesting to note that internationally, non-governmental organizations are also identified as having a role to play in policy formation. When the United Nations was first formed for example, it was decided that non-governmental organizations would be very much a part of this body. These organizations are in fact categorized or rated according to their perceived role in meeting some of the same goals as the United Nations.

In the spring of 1981 when the International Federation for Home Economics had its non-governmental organization status elevated, four Canadians* represented CHEA at a workshop at the United Nations in New York. The purpose was to assess the significance of this status change for home economics and to reflect upon the role of non-governmental organizations in policy formation at the United Nations in general.

In the last ten years CHEA has formalized a modus operandi for the creation, critical review and vote of the membership for both resolutions and position papers. Any individual, committee or affiliated group may submit a resolution. After critical review by the Resolutions Committee and acceptance by the executive it is sent to members for consideration before voting and adoption at the annual general meeting. Amongst resolutions adopted to date have been statements on *Equal Opportunities for Work for Women and Men* (submitted by an individual), *Fabric Flammability* (submitted by a committee) and *Aging* (submitted by an affiliate). Resolutions according to CHEA's terms of reference must include "recommendations for action" by the association, by affiliated groups and by individual home economists. Resolutions, like position papers, become part of the association's own policy on these issues.

Position papers tend to be developed on broader social issues than resolutions. They generally contain more reference to research and seek to bring about social change that will positively affect individuals and families. For this CHEA has well defined terms of reference, appropriately entitled "A Position Paper on Position Papers". To date the association has published two papers: *Infant and Child Feeding* and *Adolescent Pregnancies*. These papers have been sent to ministers of appropriate federal and provincial governments as well as to boards of education, research-granting bodies and to other professional organizations who share our concerns on these issues. Response has been positive. Particularly strong letters of support have been received from other associations such as the Canadian Public Health Association and medical and pediatric associations. In some cases these organizations have endorsed our papers.

---

*Gloria Baxter, Pat Malone, May Maskow, Lila Goodspeed

When the Board of Directors made the decision to support the World Health Organization's Marketing Code for Breastmilk Substitutes, both federal and provincial ministers of health were contacted. A congratulatory letter was sent to those whose departments showed evidence of support for the Code and letters urging its support were sent to those where there was little evidence of action having been taken. Each letter had enclosed a copy of CHEA's position paper, "Infant and Child Feeding," which clearly outlines our association's policy in regard to this issue. Response from the ministers left no doubt that they know how home economists view infant- and child-feeding practices.

As well as initiating input to public policy, CHEA frequently responds to requests for briefs or statements on particular matters that are under investigation by government committees and commissions. One of the unfortunate things about these requests is that the lead time is usually so short that it is impossible to get any collective input from the membership. Generally the executive asks standing committees or members with particular acknowledged expertise to prepare a brief or statement. Before being submitted these of course are scrutinized and approved by the executive. Recent examples of response to such requests were statements prepared for the House of Commons Committee on Intra-Family Violence and the federal government committee investigating the role of women and new (chip) technology.[1] When any request such as this is responded to it is always a strength to already have a well-defined policy on which to base further statements. In the latter case CHEA already has a resolution (policy) on Equal Opportunities for Work for Women and Men. With this as a starting point, the Association is in a position to make a strong statement.

Letters are frequently written by the president (with the approval of the executive) to comment on actions taken (or not taken) by government. An example of this was the letter written to the Minister of Justice commending the appointment of Justice Bertha Wilson, and a letter to the Minister of Finance urging that the allowable deduction for child-care expenses under the income tax law be increased in line with inflation.

Our executive director frequently attends meetings in Ottawa on our behalf and our association is making good use of the Ottawa location of our National Office.

To summarize, a professional association **has** a role to play in shaping public policy. To be credible it must act only in its area of expertise and work constantly to develop, refine, and communicate its own policies on social issues. This can be done through the preparation of position papers and resolutions to which members contribute and vote upon. Finally, to be effective an association must be prepared to respond to as well as to initiate action on policy issues.

There is evidence that in the past ten years the Canadian Home Economics Association has expanded its role in shaping public policy by taking confident, credible positions on appropriate social issues. While we are taking action as responsible professional citizens, we are adding quality to solid professional image building. •

Shaping Policy — 1939-1972

(Continued from page 6)

Aging while the Family Life Committee prepared a booklet of information for the first Canadian conference on the family (CHEJ, 1964). Gertrude Gerlach, president 1960-62, stated that a group of Toronto home economists prepared and presented a brief to the Royal Commission on Health Services (CHEJ, 1979). In the mid-sixties, CHEA cooperated with 32 other national and local associations in presenting briefs to the government such as the brief to the Status of Women Commission and a brief to the Special Senate Committee on Aging (CHEJ, 1979). Three other briefs included one on relations between universities and government; one to the Senate Committee on Science Policy and one to the Senate Committee on Mass Media (CHEJ, 1979).

In the early seventies, deans and directors of university home economics programs submitted a position paper to CHEA suggesting a redefinition of goals and objectives. This was especially noteworthy since it lead to a major revision of the objectives of CHEA. After careful consideration of revised goals and objectives, by the membership at large, one of the objectives of CHEA as it entered the seventies was to study pending legislation and to take appropriate action in matters related to the welfare of families. With the organization of CHEA well established and now a clear statement of the desire to influence public policy on relevant issues, the way was made clear for home economists and the Canadian Home Economics Association to play major roles in shaping public policy. •

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Pageant of Presidents. *Canadian Home Economics Journal*, 1964, 14, (2), 34-47.

Pageant of Presidents. *Canadian Home Economics Journal*, 1974, 29 (2), 73-83.

> *Public sentiment is everything.*
> *With it nothing can fail,*
> *Without it nothing can succeed.*
>
> *Abraham Lincoln*

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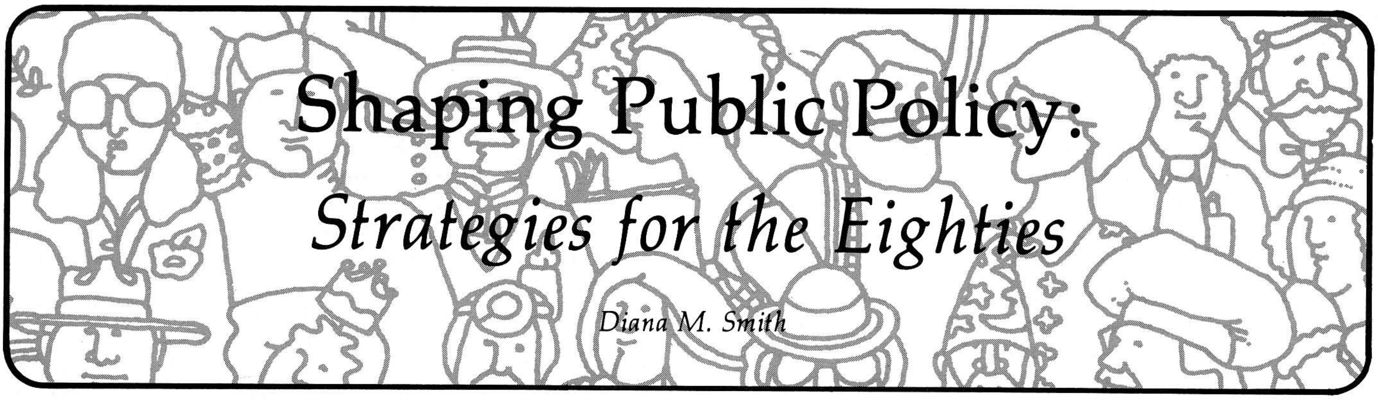
[1] In addition CHEA's representatives have actively been involved in the Nutrition Canada Survey, Metric Conversion, Food Prices Review Board and the Anti-inflation Board.



Shaping Public Policy:

Strategies for the Eighties

Diana M. Smith

Abstract

The "quality of life" issues which are a focus for the home economics profession, as well as the profession's unique perspective in integrating the near environment to the wider influences on individuals and families are important to the formation of public policy. Involvement in the process of policy development is a part of the democratic system. Several issues, of particular significance to home economics, are discussed as well as an agenda for action presented as a means of encouraging effective involvement of all home economists. In particular, the role of the professional association is developed.

Résumé

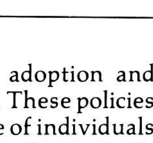
Les questions relatives à la "qualité de la vie" qui préoccupent les économistes familiaux, de même que la perspective unique selon laquelle ceux-ci veulent intégrer l'environnement immédiat des individus et des familles dans un ensemble d'influences plus vastes, sont importantes pour la formation d'une politique publique. La participation dans le processus de développement d'une politique représente une partie du système démocratique. Plusieurs questions, d'importance toute particulière pour les économistes, font ici l'objet de discussion, ainsi qu'un ordre du jour favorisant l'action destinée à encourager la participation effective des économistes familiaux. Le rôle de l'association professionnelle est tout particulièrement développé.

Public policy, broadly speaking, is the adoption and implementation of public laws and programs. These policies are a reflection of the priorities and influence of individuals and groups that have an effect on the lives of other individuals or groups in society.

The "political process", that system of going from an idea, through the complexities of personal priorities, limited funds, voter concerns and political compromise, is one which relies on involvement of all individuals and groups, and forms the foundation of the democratic system. The decisions taken as part of this process shape our lives in significant ways. Individually and collectively we share the responsibility of making certain that public policy is based on the most just and accurate information and judgment possible. Home economists with their intergrative perspective, emphasis and expertise on "quality of life" issues have many skills to employ in education, communication and leadership in the shaping of public policy.

This article is based on many personal observations, perspectives, and much reading and thought. The 1981 CHEA workshop: *Shaping Public Policy: Strategies for the 80s* and the 1982 *Issues Forum* provided background to this personal perspective on the future direction of influence in shaping policy. Many associations with confident, involved, committed home economists across Canada, who in unique and diverse ways make significant contributions, have strengthened my personal commitment to a greater involvement in the broader issues of the community, province, county and the world.

Diana Smith is Executive Director of the Canadian Home Economics Association. This provides her with many opportunities for liaison with government and its agencies on issues of concern to home economics, and with other associations who share the goals of CHEA. Diana is a home economics graduate of the University of Alberta, and has been involved in professional activity and social action throughout her varied career.



Issues of the Future

I have identified three broad areas in which attention must be focused; ones in which the expertise of home economics merit consideration. Issues are presented: challenges evident; the future ours to shape.

The Tug and Pull of Public/Private Domain

As a profession which is particularly vulnerable to public strategies and wider social trends, it is necessary to recognize how our lives, our careers and our opportunities are shaped by policy made at the municipal, provincial and national level. And most significantly, the family and individuals to whom the service of home economics is directed are shaped and influenced by the level and nature of housing, education, health and social programs available to them. As part of the system, often in key decision-making positions or as consumers of the service are our "actions" consistent with the values and attitudes we espouse? In decisions which are made as individuals, do we consider the broader implications of those choices? Much "public law" is based on legal and economic precedents; yet much of what makes up the "informal economy" is the business of home economics, and has not been used extensively in determining public policy. The relationship between the economy and the family must be considered to encourage models of work, family and community interaction on a human scale. This "integration", the relationship of one's near environment to broader influences, is the mission of home economics. If this profession makes the case, establishes the relations, and communicates its goals, it will be a great service to the quality of life in the future.

The Family as a Focus of Policy

Concerns related to one's daily living: food, clothing, housing, and education, are a part of all our lives. Those who work toward a more familial society perceive the nature and quality of one's relationships at home, at work, at play, and at school as the core of the society. But public policy is not always shaped by this perspective; goals of efficiency and productivity may take precedence over caring, and quality of life. Lack of support to the family except in times of crisis has been identified as a priority; small-scale "support services" which complement and extend the relationships in the family need to be considered. There are many models which allow for greater integration of the aspects of one's life such as flextime, job-sharing, educational leaves, and paternity leave. Are home economists, whose training, experience and research give them expertise, involved in the debate about the family as the focus of public policy? As advocates for this familial approach, the profession can play a significant role in furthering this perspective.

Technology: Friend or Foe

In a complex age, with change the norm, and multiplicity of choice in all aspects of our lives a reality, technology is changing the shape of much of the "framework" in which we live. As "consumers" there is ample evidence (such as in banks and supermarkets) of the growing use of technology; in our professional lives there are demands related to such things as computer "literacy", job displacement, need for retraining.

The profound changes which are being introduced raise many issues related to the quality of life, and as they influence the sphere of expertise of the home economics professional, must be debated and considered. For example, What impact will job displacement have on family life? What stresses will be involved with increased leisure? Is "home work" a panacea or another job ghetto? How will EFTS's and micro computers affect the aged? How will individuals obtain reinforcement, validation, and feedback if a VDT is their primary communication tool?

Technology presents many positive opportunities for more effective communication, dissemination of information, and for education. Skilled and knowledgeable people with a perspective and emphasis on the human scale will need to be a part of the process of change in moving to the "information society".

Agenda for Action

The broad issues associated with social change are complex and multifaceted. There are many opportunities to be involved as an individual and as a professional group. Home economists are involved in many approaches to shaping policy; approaches which are as varied as the individuals involved.

The Strength of the Individual

With a base of confidence in their own values, skill in using the "tools of the trade" (i.e. decision making and communication skills), a person may take individual action in many ways. The "personal politics" of one's life is unique, but lays the foundation for broader involvement in the "community" (be it the family community, neighborhood community or world community). Many people are part of social groups, community agencies, self-help groups, and charitable organizations which are involved with one aspect of broader societal concerns. Others are involved in partisan politics, and use this means to achieve change. Through influencing decisions in one's home and place of work one can further the cause of change. However, change often brings resistance and debate and calls for skills in lobbying and advocacy, which may include letter writing, phone calls to politicians or decision-makers, briefs, representations, use of the media, group action, and negotiation. Knowing when, how and what technique will be most effective is valuable knowledge — often gained only through experience! Persistence and integrity in one's approach is important.

Growing Involvement of Special Interest Groups

As politicians (and policy makers) are called upon to make many decisions, to make judgements on diverse topics, they increasingly rely on "expert advice", or public opinion. The "art" of advocacy, and special interest group involvement is becoming more and more specialized. The emergence of a myriad of special interest groups (for example, abortion, anti-abortion, disarmament, breast-feeding), whose influence is being felt, is a significant trend in policy development. And "experts" (such as professionals and professional associations) are being relied upon more frequently to initiate debate to provide input to shaping policy. As executive director of CHEA, I am aware of the number and of the varied nature of such requests. The response of a professional association such as CHEA (and provincial and local associations) must be a reflection of research, available expertise and grass roots support. Strategies to initiate debate and dialogue and to provide responsible feedback in areas related to the professional practice have been established and must be refined and improved upon.

CHEA: The Professional Association in the 80s

In keeping with the stated goal of being aware and taking action on legislation which may affect the well-being of individuals and families, CHEA has developed some strategies for involvement in the study of social issues. Effective group action, often involving long-term commitments, is needed to bring about significant social change.

- **Resolutions:** are important motions that suggest (a) policy regarding specific social issues and/or (b) action on the part of the association regarding such social issues.
- **Position Papers:** are statements of the association on a specific issue and call for appropriate action. The position paper includes the position of the association, the rationale, supporting documentation and recommendations.
- **Briefs:** as a national association, CHEA is asked to provide expert input to a variety of federal task forces

and commissions. In most instances, particular individuals or committees, who have knowledge in the area, are called upon by the executive to provide the expertise required to develop a statement.

- **Letters, Phone Calls, Delegations:** when an issue requires a response, the executive of CHEA takes action appropriate to the particular situation to influence the matter. Individual action through a phone call or letter may be effective in reaching the desired solution; persistent group action may be needed.
- **Operation Alert:** allows an individual to alert the executive to a social issue, pending legislation, or other concern; action may be taken in many ways: issue researched, letter written, resolution developed, survey taken, government department alerted, etc.
- **Immediate Response to Issues:** CHEA has developed a system of handling "crises", a state of affairs or situation whose outcome will make a decisive difference for better or worse.
- **Representative on Boards, Commissions:** CHEA plays a role in identifying people who may represent the interests and knowledge of the profession on boards and commissions which set policy in areas related to the expertise of home economists.
- **Government Liaison Committee/Council:** has been formed to provide ongoing dialogue with government agencies and departments related to home economics. It will provide the regular contact and communication necessary to be effective in influencing decision-making in the public sector.
- **"Expert" Committees:** CHEA's standing committees have attracted a high calibre of expertise in their specific areas, and will continue to be important in initiating discussion and action in vital areas of concern.

A Forum for Debate

The *CHE Journal* can be a "tool" where debate on many social issues can occur. May I suggest a letter to the editor commenting on a concern you have? Where do you feel priorities should be? What is the role of the individual professional? The professional association? Let's hear from you.

For more detailed information request the following:
(available from the CHEA National Office)
— CHEA Policy on Position Papers
— CHEA Guidelines for Resolutions
— Mechanisms for Immediate Response to Issues •

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Call for Nominations

Honor Award

• The Honor Award is CHEA's most prestigious award. It is awarded from time to time to a member of the Association who has

- made a distinct contribution in furthering the stated aims and goals of the association, and/or
- shown outstanding accomplishment in her/his field of home economics.

The award recognizes in each case qualities of integrity, scholarship, breadth of knowledge, experience, leadership and service to the community.

There is no limitation as to age, but the candidates must have at least ten years of active membership in the association.

• Nominations for this award are the responsibility of the members of CHEA. Nominations shall be made to the Chairman of the Awards Committee by six members in good standing, at least one of whom must be a member of the Board of Directors, **by February 28th** of the year in which the award is to be considered.

• Knowledge of the nomination must be held strictly in confidence by those making the nomination. Information concerning the nominee is not to be obtained solely from the nominee but from other CHEA members, non-member associates, professional curriculum vitae, etc. Unsuccessful nominations may be redocumented and submitted again in subsequent years.

Honorary Membership

• Honorary membership is awarded from time to time to distinguished individuals who have made noteworthy contributions to some aspect of the profession of home economics but who do not qualify as a home economist.

• The candidate for this honor will be someone from an allied professional or technical group who has contributed to furthering the stated aims of the profession or who, through his/her own activities, has come to be associated with home economics in a manner which has been mutually beneficial and rewarding. At no time should there be more than three honorary members of the Association.

• Nominations shall be made to the Chairman of the Awards Committee by any six members in good standing **before February 28** of the year in which the award is to be considered.

Nominations are being received now for 1983.
Forms are available from CHEA National Office,
805 - 151 Slater Street, Ottawa, Ontario K1P 5H3

Shaping Public Policy

Report of Activities of Affiliated Groups

Verna Lefebvre

Shaping policy has taken on meaning for groups affiliated with CHEA. May Maskow on page 7 outlines CHEA's involvement at the national level since 1972 but home economists have also been working diligently at local and provincial levels. In order to bring these activities to your attention, a survey was sent to the executives of 26 groups affiliated with CHEA. We received the following information, much of it indicating that affiliates share CHEA concerns and are supportive at a local and provincial level.

The Nova Scotia Home Economics Association gave support to the CHEA position paper on adolescent pregnancy by contacting school boards, school administrator's associations, Provincial Council of Women, Planned Parenthood, Home of the Guardian Angel, Nursing and Nutrition Services, and School Board Associations. Response was supportive.

The New Brunswick Home Economics Association focused attention on family life education in the public school system. They sent a letter to the Minister of Education with copies to various organizations with similar concerns.

The Quebec Home Economics Association was concerned about non-home economics teachers teaching home economics in high schools. However, they found local teacher associations were unreceptive to a need for action.

The Quebec Association was also concerned about adult needs in lifestyle education. A brief was prepared by Emily Reid and Ann Sawyer and submitted to the Jean Commission. Interest was shown in their report.

Quebec, too, took up the adolescent pregnancy issue. They offered an open-evening workshop on adolescent pregnancy. They got a good response from educators and health care professionals but felt little or no response forthcoming from the general public.

In 1981, the **Ontario Home Economics Association** made a request to the Minister of Manpower and Immigration to remove the TV commercial that was disparaging to home economics in schools. The commercial was removed and they feel their efforts on behalf of the profession brought results.

OHEA also worked toward keeping the Grade 13 Family Studies program as an entrance subject at the University of Toronto. They presented their report to the President and Admissions Committee and the matter is being re-examined.

The **Ontario Family Studies Home Economics Educators' Association** responded to the Life Skills/Management Guidelines by submitting a reaction paper to the Minister of Education. Their concern was with the overlap between this program and the Family Studies program.

This Ontario group also lent support to the issue of entrance status of Grade 13 Family Studies at the University of Toronto. They were to meet with the Dean of Arts and Sciences in October 1982.

The **Ottawa Home Economics Association** was among those who protested one of the 1980 television promotion ads sponsored by the Department of Manpower and Immigration. They made telephone calls and sent letters and telegrams to members of parliament including cabinet ministers. The advertisement was removed.

Saskatoon and District Home Economics Association worked with the local Council of Women to submit a proposal for a grant for a family life workshop *Support Systems for the Family*. However, that proposal was not funded.

This group also registered their concern for home economics extension services in the province. They contacted MLA's, cabinet ministers, and the premier. The issue is under study and negotiation so the outcome is yet to be determined.

The **Alberta Home Economics Association** addressed the day care issue with a submission to the Cavenaugh Commission, a board of review to investigate the operation of the *Child Welfare Act* and *The Social Care Facilities Licensing Act* in the Province of Alberta. Their contribution was acknowledged by the committee as being helpful to the discussions that took place.

AHEA also passed a resolution requesting that the Alberta Social Services and Community Health Department provide a nutrition handbook for the use of day care operators. Meetings are in progress though there is no decision as yet.

A second resolution passed by AHEA was one to petition the Minister of Alberta Social Services and Community Health to encourage the Government of Alberta to sponsor a series of conferences which would focus on ways of strengthening families.

Family life teacher education was also a concern for AHEA. A resolution was passed and forwarded to the Minister of Advanced Education and Manpower and to universities within Alberta responsible for teacher education for the provision of curriculum and instruction courses in the specialized areas of family life. A second resolution communicated to government was for support for family life education opportunities for all students and that there be a review committee to look at existing programs and to develop and implement family life education programs. Though the information was brought forward to the appropriate body, it was decided that such a review was not part of that committee's mandate.

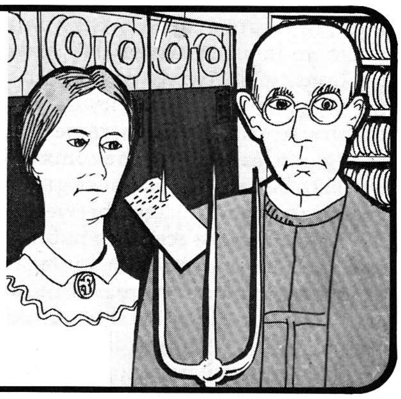
Affiliated groups in other provinces have been active as well. It is obvious that efforts at shaping public policy require dedication, persistence and the courage to stand up to be counted. It is encouraging to see that there are those among us that are action oriented. Action supported by well researched, well documented, carefully articulated positions make an impact and — successful or not — enhances the credibility of the profession. •

The editors would like to thank all who participated in the survey.

For information on **how to lobby effectively** contact your provincial and/or Canadian Advisory Council on the Status of Women.

Shaping Policy: What Does it Mean, Why and How?

Lila Goodspeed



Abstract

The author has been involved in community projects and providing workshops to assist groups in shaping policy and bringing about positive change.

Because of the magnitude of the topic, this article only attempts to provide a general overview of the steps to be considered in shaping policy so that there is an understanding of the process in hope that it can be adapted to individual situations.

The article provides a definition of policy with a brief outline of policy ingredients and process. Reasons for involvement in shaping policy are also considered in light of CHEA's aim of community involvement. Integral in shaping policy is an understanding of change as well as specific techniques that can facilitate change.

Résumé

L'auteur a participé à des projets communautaires et a organisé des ateliers pour aider les groupes à formuler une politique et à réaliser des changements positifs.

Etant donné l'ampleur du sujet, cet article n'a pour objet que de présenter une vue générale des étapes à franchir dans la formulation d'une politique de façon à rendre le processus compréhensible et, si possible, adaptable à des situations individuelles.

L'article fournit une définition de la politique à base d'une brève présentation de ses composants et de son processus. On considère aussi les raisons de la participation dans la formulation d'une politique à la lumière de l'objectif de CHEA visant à la participation communautaire. Une compréhension du changement ainsi que des techniques spécifiques pouvant faciliter le changement font partie intégrante de la formulation d'une politique.

Lila Goodspeed is a graduate in home economics and education from the University of Manitoba. Professionally she has worked in business and in education, both as a teacher, co-author of a French & English text, *This Is the Life!* used in schools in Canada and the United States and in curriculum development.

As a community member she is Executive Secretary on the Manitoba Community Maternal and Child Health Task Force, was a Canadian delegate to the UN Mid-Decade Conference for Women, and on an External Affairs Study Tour about Canada's role in international associations like NATO, OECD, EEC & UNESCO, and at a UN Conference for home economists. She is an active leader, and participant in several organizations concerned with improving "quality of life".

Does shaping policy mean to decide, act, plan, accept, change, or take risk? Does the mention of it raise feelings of frustration, hope, anxiety? Do you think of it in relation to individuals, groups, or the private or public sector?

Policy is defined "as a 'standing decision' characterized by behavioural consistency and repetitiveness on the part of both those who make it and those who abide by it" (Eulau & Prewitt, 1973).

Policy can also be taken, to refer to the principles that govern action directed toward given ends. The concept denotes action about means as well as ends and it, therefore, implies change (Titmus, 1974).

The definition and process of policy involve planning, change and action and sometimes risk-taking. As members of CHEA we have accepted all the components of shaping policy through acceptance of our aim "to promote the well-being of individuals and families and to serve home and community life in Canada".

Along with understanding a definition of policy it is necessary to know the policy ingredients and process.

- **Policy Ingredients** include *Goals* (ends to be achieved); *Plans or Proposals* (specified means); *Programs* (authorized means); *Decisions* (action taken to set goals, develop plans, implement programs or evaluate effects) and *Effects* (program impacts).
- **The Policy Process** follows the following framework: *Perception* (problem need); *Definition* of purpose or goal; *Aggregation of Resources; Organization; Representation of Position* (demand for action); *Formulation of Policy* (proposal to resolve); *Legitimation* (an action program); *Appropriation of Resource, Implementation, Evaluation* and *Resolution* (recommendation for amendment) (Jones, 1977).

Everytime we go to work or a meeting, conference or community activity, we are supporting, learning of or initiating a policy. The current involvement of CHEA on community boards and the new mechanism for dialogue with Federal Government Departments will allow us to plan a more effective part in shaping policy.

Involvement in Shaping Policy

Involvement in policy support or change can be for any of the following reasons: to share specialized knowledge and

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The illustration above is courtesy of Labour Canada Publications "Lifestyle: Work and Your Future".

skills, to create a capacity for human needs to be met at all levels, to improve the quality of human relationships and relationships between people and institutions, to increase the visibility and credibility of our profession in the community, to bring about incremental, long term or structural change, to learn about the community in which you live or work, to be part of a pressure group, to be part of a support group, to form linkages between the public and government, to cultivate access to public or private decision makers, to effect reforms in major legal and functional systems of society, to modify human attitudes and behavioural patterns through educational means, etc. No doubt each of us can identify with or articulate reasons for becoming involved or **not** participating in shaping policy. It is important to know however that by initiating policy or advocating a policy, individuals or groups, according to Lucien Pyre (1963) can create a "process of communication just as important to the resolution of Government policy as are those that transmit the wish of political parties, the opinion of the press and the advice of permanent officials". (Pross, 1975).

Change

Shaping policy requires change. What happens to you when there is an impending change? Do you change easily? Do you see yourself as a change agent, able to help yourself and others to plan for change?

Today's changes are so broad, so intensive and have such an impact that we cannot rely on the traditional processes of planning, organizing and delivery systems, or ignore the fact that we can make a positive contribution to the technological, demographic or political changes that affect the well-being of individuals and the family.

• Resistance to Change

E.A. Johns states that individuals and social systems resist change because they want to maintain an existing equilibrium. The inclination to resist change can, however, be partially offset by the desire for new experiences or a break in routine and by potential rewards that may be associated with change.

In shaping policy it is important to recognize that change is not desirable as an end in itself, to consider sources of resistance to change, to acknowledge the positive and negative outcomes of change and that it can be planned.

"Planned change is based on the assumption that each one of us can learn from the experience of others, that an anticipatory style of leadership is the most effective style for an era when rapid social change is one of the constants and despite limitations, man can influence the future" (Schaller, 1972).

• Strategies for Change

Competency in specific techniques will also assist individuals and groups in shaping policy. One technique is in conflict resolution. A commission in the United States studying the proposals for the National Academy of Peace and Conflict Resolution discovered that these techniques not only help resolve conflict but also get people's attention, build agreements, deal with resistance, promote creative problem-solving and get the best ideas accepted (J.C. Penney, 1981).

In order to get your best ideas accepted it requires identification of barriers to new ideas or changes, enhancing benefits, building trust through unilateral initiative, using an education approach, collaborating on a single text and reframing ideas by taking a fresh approach.

Another valuable technique relates to power and provides insight into spheres of influence with which groups can work to change policy (J.C. Penney, 1981).

Example of Shaping Policy

An excellent model of a group who are shaping policy, through the process mentioned above, is the Community Task Force on Maternal and Child Health whose purpose is to improve the status of maternal and child health and reduce the rate of mortality, morbidity and avoidable handicaps. The Task Force was endorsed and funded by three levels of Government and private funding. This unique group of 50 volunteers from multi-disciplines includes several home economists and staff of the Faculty of Human Ecology, University of Manitoba, who have been instrumental in elevating the importance of nutrition and improved support systems for the wellness of mothers, babies and families.

A paper was prepared by Fogg (1982), to examine the Task Force as an action program in community organization and social planning in light of the various principles, models and theories of planned change.

As outlined by Fogg (1982), Ross (1955) observes that the primary goal of community organization efforts is to develop and extend co-operative and collaborative attitudes and practices in the community. The Task Force not only seeks this end with respect to its design to promote a government facilitation, but effects this outcome through its structure and community mobilization processes.

Paiva (1977), identifies four major concepts in the planning and implementation of social development that can be recognized in Task Force objectives:

- Intersystemic integration or a unified approach in bringing together the necessary components of the social and economic institutions to ensure harmonious development;
- Structural change through a reallocation of roles and resources;
- Institutionalization as the development of a supportive network of social structures, processes and norms; and,
- Constant evaluation of social institutions to provide feedback for renewal.

The Objectives of the Task Force may be observed as directed toward particular "points of intervention" as organization change targets. Peter Clark (1972), in his analysis of organizational change approaches, identifies four strategic points of intervention:

- **Task** refers to the objectives of the organization.
- **Technology** refers to the equipment, physical tools and resources.
- **Structure** refers to systems of authority, information systems, co-ordination and communication.
- **People** refers to the actors, to their attitudes and expectations.

From the stated goals and objectives of the Task Force, it becomes evident that the emphasis on these targets vary. The major change target for the Task Force is "structure" as it exists both within government and within the relevant non-governmental service sectors. Secondary targets include the "people" who must support and maintain the structural change, and the "technology" necessary for program implementation. In the case of the latter, the Task Force seeks a more complete implementation of technologies already possessed by target organizations.

The advocacy strategies of the group have made a substantial impact and the recommendations of the Task Force are being activated. There is now a newly established Provincial Maternal and Child Health Directorate, and many individuals and groups have committed themselves to activating recommendations of the Task Force final report and research papers. Two networks have been formed — the Prenatal and Postnatal Educators Network and the Adolescent Parents Interagency Network. As well, because of the public wish that this group continue, the Maternal and Child Health Coalition is in place and working to assure the implementation of the report recommendations (Community Task Force on Maternal and Child Health, 1982).

The Task Force, according to Fogg (1982), has been described as an ad hoc voluntary planning group serving in a somewhat gratuitous advisory capacity to the Government. It has had to operate as a dual personality, on the one hand being an objective and rational advisor and on the other hand an ardent advocate and activist.

Many of us are comfortable in a dual role as our profession, in each area of study and practice, has provided opportunity for us to be objective but also to advocate for what is equitable for individuals and families.

In conclusion, the understanding of shaping policy requires a future-focused view of the trends or signals to social transition (J.C. Penny, Fall 1981) that can link the expertise of our professionals with planned change to meet the anticipated needs of our community.

Once the vision is clear, expertise can be shared with community groups and knowledge and skills gained in such areas as: theories of change, theories of societal and political process, theory and practice of social planning, policy sciences, organizational management, conflict resolution, leadership, advocacy and skill practice for change agentry.

One type of change, in the range of categories, is change by indecision. Recognizing that there are many areas where we can not influence change, let's exercise our available options and formulate cooperative partnerships whenever and where ever we can, in serving the "home and community in Canada". •

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UNIVERSITE DE MONCTON
CENTRE UNIVERSITAIRE DE MONCTON
L'Université sollicite des candidatures de
Directeur de l'Ecole de nutrition et d'études familiales

SITUATION:

L'Ecole de nutrition et d'études familiales compte maintenant quinze années d'existence. Elle offre également des cours aux étudiants à temps partiel à l'Education permanente. Son enseignement du niveau 1er cycle porte sur les domaines suivants: nutrition (programme accrédité par l'Association canadienne de diététique), économie familiale et enseignement en économie familiale. L'Ecole offre aussi un programme de maîtrise, avec des concentrations en organisation et vie familiale, en alimentation et nutrition et en textiles et vêtements.

Les professeurs sont actifs en recherche dans les domaines suivants: vêtements, textiles, nutrition et alimentation. Ils sont aussi engagés dans des projets de coopération internationale avec le Nicaragua et le Sénégal, par exemple.

FONCTIONS:

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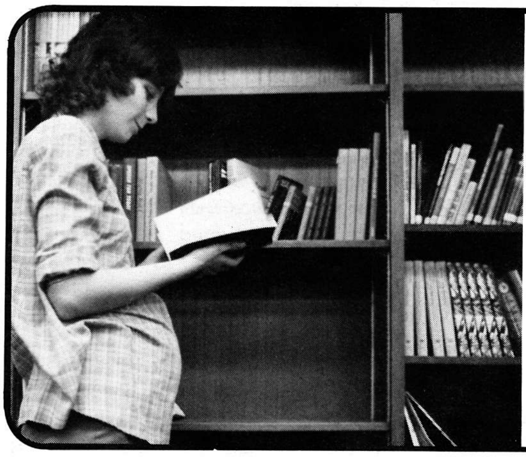

Teenage Parenting: Looking for Solutions

Laurie A. King

A Letter to my Son Craig*

Problem:

Innocent baby, always crying
Mother is young. Feels like dying.
Oh, don't hurt him
He doesn't know
Turn up the music
But don't let go.
So full of curiosity,
Such a monstrosity,
Oh baby boy, too young to know.
If mommy could let you go.

She loves you more than words can say.
Maybe someday I'll find a way
To make you understand the strain
I go through from dusk to dawn.

But I do love you. Don't get me wrong.

Solution:

We'll work together,
Stick it out.
You'll try less to cry
I'll try less to shout.
God, give me patience
To raise this little boy,
To bring him up properly.

My little pride and joy.

Love always,
Mommy
XXXX

Laurie King has a B.A.Sc. (Child Studies) from the University of Guelph and a B.Ed. from the University of Toronto. She is a homemaker and member of CHEA currently living in Pickering, Ontario.

The CHEA position paper on adolescent pregnancy (Adolescent, 1981) outlined a very real problem. Though the statistics are frightening, and the changes recommended very important, the issue is not high priority to most average taxpayers until it comes down to a personal level. Having worked in social work and teaching young children, I felt that I was aware of many of the difficulties encountered by a teenage parent. But it was not until I shared a hospital maternity room with a young single teen that I was really haunted by the awesome consequences of the situation.

Types of Resources Available to Pregnant Teens.

In Toronto there are several creative programs designed to help a teenager raising a child without family support. These are outlined in a report of August, 1981 by Jessie's: Centre for Teenagers, Inc., Toronto. The Toronto Board of Education in 1980 began a program at Montrose School where babies are cared for while their mothers attend classes in nearby high schools. The East York Board of Education in cooperation with Humewood House, and the York Board of Education in cooperation with Victoria Day Care Services provide programs where mothers attend classes four days of the week and receive credit in child development while working in the day-care unit the remaining weekday. Victor Home, which has five beds for mothers under 16 to stay with their babies for up to 14 months, opened a day-care and competency training program in the fall of 1981. In North York the Catholic Children's Aid Society offers a program covering four areas: Prenatal, Parenting, Advanced Parenting and Post-Adoption. Pearson Residence, operated by the Catholic Children's Aid of Metro Toronto and Bethany, operated by the Salvation Army have a small number of beds where teen mothers may stay for several months and receive counselling, but little in the way of a program to help the mother become a self-reliant and capable parent.

In the Region of Durham, east of Toronto there is a program for single mothers and infants operated through the Regional Health Unit in Oshawa (Goudge & Fishman, 1980). It was developed largely because single pregnant women were very prone to drop-out of prenatal programs attended primarily by middle-class couples and because they had special concerns relating to:

- obstetrical and medical problems particular to teenage pregnancy
- special nutritional needs of a pregnant adolescent
- psychological and emotional problems of pregnancy in adolescence
- support services after delivery for mother and baby.

A program was developed to help prepare the young pregnant women cope with these concerns through three series of ten-week classes. The prenatal series provides single pregnant young women of limited income with information on labor, delivery, nutrition, birth control, support services in the region, budgeting and money management. Goals of the second series, titled *Infant-Parent Classes*, involve helping single mothers bond to and nurture their infants, presenting constructive ways of stimulating their babies, providing information on preventative health care, nutrition and infant development, promoting positive coping mechanisms and providing information on appropriate and inexpensive play materials. The third series, *Parent Education classes*, helps to prepare young mothers for effective parenting throughout the childhood period, to learn methods of coping with themselves and help children to become independent and accept responsibility, to improve interaction and communication between mother and child and to help mothers enhance their own and their child's self-esteem.

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*Written by a 16-year-old-mother, Jessie's: Centre for Teenagers, Inc., Toronto, 1981.

Jessie's: Centre for Teenagers, Inc. which opened in Toronto this year to serve teens younger than 19, has facilities for birth control counselling, pregnancy testing and discussion groups. Teenaged mothers are also able to use Jessie's to fill some of the gaps which might normally be filled by the extended family in the case of many new mothers. Jessie's is a place where adolescent parents may meet other teenage mothers, leave their babies for brief periods, learn parenting skills, have health examinations, swap toys and cribs, pick up emergency supplies of formula, diapers, or baby clothing, meet mature, stable adults who are supportive and helpful, and receive counselling in relation to a reunion with her family if this is possible, as well as to help in her relationship with her partner (Jessie's, 1981).

Since opening, Jessie's has already demonstrated its flexibility in responding to the needs of teen clients and has added more prenatal groups, fathering groups, adopting counselling, a Monday night supper club and Saturday afternoon babysitting by a male collective.

Changes Recommended for the Future

Anne Ross a registered nurse and therapist, and Director of the Mount Carmel Clinic in Winnipeg, wrote in her book *Teenage Mothers, Teenage Fathers* that although there may not be complete solutions, changes are needed to more effectively help teen parents. Some necessary changes which she suggests involve "a realignment of available resources, greater cooperation between various health agencies and professions, and greater government support both in terms of manpower and financial commitment" (Ross, 1982, p. 120). She cites the example of the American government which in 1978 established the office of Adolescent Pregnancy Programs under the Department of Health, Education and Welfare. The purpose of this change is to set up comprehensive service centres where co-ordinated health education and social services would be designed to prevent teenage pregnancies and help teenagers and teen parents cope with health, education and social problems. Canada, Ross observes, needs greater federal and provincial governmental support for programs where health, education and welfare departments are directly involved in a co-ordinated effort.

The initial step, suggested in the book, would involve the formation of a co-ordinating body including doctors who are interested in the problem of adolescent pregnancy, public health workers, representatives from community clinics, nutritionists, social scientists, educators and representatives of agencies involved with teens. Once formed this body would be responsible for developing (a) prevention-oriented curricula and training people to present them and (b) prenatal care programs for pregnant teens which should outline the problems of single parenthood and encourage placing children up for adoption. Other important aspects of this type of program would be nutritional counselling, encouragement to return to school, assistance in coping with everyday problems, birth control information and assurance that the teen parents are not losers but young people with a bright future.

Ross also advocates that special apartments should be built for teen parents. Those choosing to live there would be encouraged to become self-sufficient and given an opportunity to gain skills needed in the marketplace. Day-care facilities would be available while mothers attended classes in child care and home management with the requirement that they contribute a set number of hours each week working in the day-care facility. The author suggests that apartments in these buildings be available to single mothers and children and to retired couples who enjoy children and young people. It is hoped that old and young would not only aid each other in practical ways, but would also provide warmth, emotional support and help combat the loneliness of both groups.

Family Day Care Services in Toronto sponsored an all-day workshop in January 1980 for 150 practitioners involved with adolescent parents, enabling them to share their knowledge and experiences. Following the workshop a book entitled, *To Parent is a Verb — A Discussion on Adolescent Parenting*, was published in September, 1980. The conclusions and recommendations of this report offer a plan for improving services for adolescent parents. The plan could be begun anywhere. The community first needs a leader, usually found within the day-care service or education system, who would clarify what existing services do best and what commitment they might make to becoming part of a co-ordinated system of service. A sample questionnaire* is included which would help the community become aware of its resources, of its service gaps, of needs specific to ethnic groups and of its population's strengths. Following this step, the community would decide on a model of co-ordination which would meet the needs of its population, thus eliminating much of the fragmentation of present support services.

Education as a Solution

Orton and Rosenblatt (1981) reported that in 1978 for every dollar spent in Ontario on preventing adolescent pregnancy, $6.66 was spent on two of the consequences — abortion and income support via Family Benefits, which the authors point out are only "the tip of the iceberg in terms of the short and long term effects of early pregnancy (Orton & Rosenblatt, 1981, p. 68).

In researching birth-planning programs Orton and Rosenblatt found that sex education programs in schools have developed slowly and are reaching only a small proportion of teenagers. In both health service and education fields the development of birth-planning services has been very uneven not only across the province of Ontario, but even within local boundaries. Again in this report the observation is made that programs in health service and education sectors should support and reinforce each other, otherwise "we fail to maximize the potential impact of our funds and energies" (Orton & Rosenblatt, 1981, p. 70).

**A copy is available from the authors*

In July of 1978 at a meeting of child-serving agencies, the Children's Aid Society of Metropolitan Toronto voiced concern about adolescent parents and the need for more effective parenthood preparation (Report of the PREP Survey, 1981). Following this meeting the Junior League of Toronto joined with the CAS to work on *Project Relating to Parenting*. It was intended to improve the quality of life for children in Metro Toronto, and prevent child abuse and neglect by researching the need for parenting preparation in the schools and advocating for this preparation if necessary.

After surveying 5,192 students and 96 teachers, in 24 secondary schools in Metro Toronto involved in a family studies or physical and health education course covering parenting material, it was concluded that there is a need for parenthood preparation within the educational system. This need is not restricted to students who may have children at an early age — it extends to all young people who need to acquire a more realistic understanding of the parenthood experience. Students expressed a desire for more practical experience and field work, more discussion, guest speakers and real-life models. Teachers felt the need for more time, more field work, improved curriculum guidelines on parenting, more material on child care, child development and modern marriage, as well as greater availability of outside resources. A number of teachers and students recommended the establishment of day-care centres in secondary schools as one solution to the need for more practical experience with young children.

Time for Action

In five years the children of adolescent parents will be in school, and in fifteen years they could be parents themselves unless services are developed to help break the pattern (Family Day Care Services, 1980). Effective programs to meet the needs of adolescent parents have not grown with the surge of concern about their problems. It is essential that a cooperative effort of volunteer, agency, community and government personnel be set in motion.

As I gathered information on facilities and programs for adolescent parents I worked from home during my own toddler's naps. It has been rather like finding oneself in a maze, hitting upon programs in a helter-skelter manner, despite the kindness and enthusiasm of those I contacted. **The fact that teen parents are directed to available services and manage to cope at all is to me a marvellous testament to some very dedicated counsellors.**

The poem *A Letter to my Son Craig* could have been written by any new mother on an exhausting day, but there is usually someone to turn to or someplace to go for relief and support. A great deal of suffering and permanent damage to many lives could be alleviated through more co-ordinated and extensive programs in the prevention of early pregnancy, in parenting preparation and in support services available to young parents. •

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Multiculturalism: A Cultural Policy for Canada

The concept of *Multiculturalism* (a subject that is rapidly becoming one of the most significant issues on the political scene) has evoked many different reactions since its introduction as a Canadian Cultural policy in 1971. Academics have registered their scepticism in calling it "empirically impractical" and "short-sighted". The French Quebecois have expressed serious reservations since they see it as undermining their historical struggle with the Anglophones for equality. Most Canadians of British origin and others who have been able to assimilate, pay no more than lip-service to a policy that is irrelevant to their secure status at the top of the social ladder. The Native peoples continue to be suspicious of any policy that reduces them to the level of other "special" groups and, thereby, conceivably threatens their special treaty rights. The so-called "other ethnic groups" started off by viewing the policy as the ultimate answer to all their cultural needs, but have become steadily disenchanted. The Third World immigrants are too new and too caught up in carving a niche for themselves to articulate a collective opinion on the policy, but as recent events indicate, the policy has not made much of an impact with them either.

It seems quite clear to me that there is an urgent need for a fresh holistic approach to the development of culture in Canada. The present piecemeal approach to culture — with separate programs and administrative agencies for the native peoples, for the main linguistic communities and the so-called "others" (including the Third World groupings) — has not worked for any of the groups.

There has been far too much forced assimilation in Canadian society. The "other ethnic groups" have been pressured to adapt to the institutions of the majority groups, with no reciprocal or reverse adaptation. Racial and discriminatory attitudes have placed and continue to place "other ethnic groups" in disadvantaged positions from which they are viewed as "second class citizens".

What is needed is a new **Ministry of Culture** with the appropriate legislative powers incorporated in a parliamentary stature. The philosophical premise for creating such a Ministry which combines all aspects of culture is based on the assumption that culture is at the very core of human existence, and we cannot begin to say that we treat all Canadians as equal, unless we actually accord equal treatment to each culture, no matter how numerous are its proponents. Social harmony will only exist when we take such a position and advance it with sincerity and vision. •

The above has been exerpted from Dr. Gurbachan S. Paul's address, "Multiculturalism: A Cultural Policy for Canada", presented at the CHEA Conference in Edmonton, July 8, 1982. *A copy of his paper may be ordered from the CHEA National Office, #805-151 rue Slater Street, Ottawa, Ontario K1P 5H3 for $1.00.*

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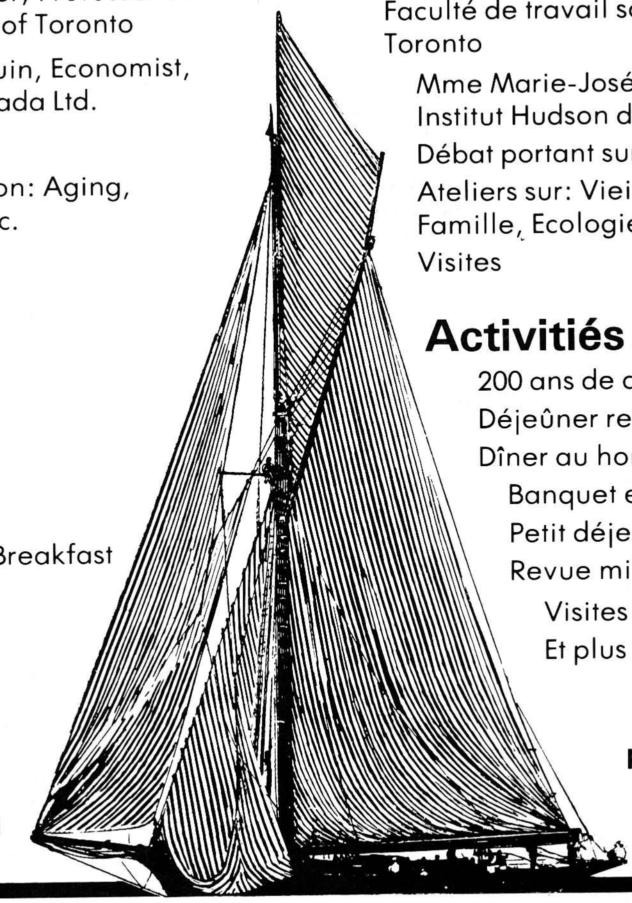

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Consumer Attitudes toward Children's Flame-retardant Sleepwear[1]

Marjorie Wall and Jane E. Gallagher

Abstract

Consumer awareness, knowledge and attitudes regarding flame-retardant children's sleepwear were investigated in relation to consumer characteristics including demographics and previous experience with textile fires. Current children's sleepwear consumption and care practices, and consumer attitudes toward government regulation of product safety and textile flammability were examined. Trade-offs in sleepwear product attributes acceptable in return for gaining flame retardancy were noted. Finally, policy recommendations were drawn for government and educational action regarding the flammability of children's sleepwear and the general issue of textile flammability.

Résumé

Cette enquête se penche sur l'attitude du consommateur, sur son degré de conscience et de connaissance vis-à-vis des vêtements de nuit pour enfants faits de tissus peu inflammables, en se basant sur des facteurs tels que la démographie et l'expérience préalable avec la combustion des textiles. On y examine la consommation actuelle de vêtements de nuit pour enfants et les modalités d'entretien, ainsi que l'attitude des consommateurs envers les règlements gouvernementaux concernant la sûreté des produits et l'inflammabilité textile. On y remarque que les attributs des articles de nuit sont modifiés au profit d'un degré d'inflammabilité moindre. Enfin, on y soumet certaines recommendations en vue d'une action gouvernementale et éducationnelle en ce qui concerne l'inflammabilité des vêtements de nuit pour enfants et l'inflammabilité des textiles en générale.

Canadian Home Economics Journal, Winter 1983, 33(1) pp. 21-26

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Textile flammability has been identified as an important problem in the growing concern over product safety. Legislation to protect the consumer has led to mandatory standards for children's sleepwear size 0 to 6X, certain bedding items and carpeting which exceed the minimum Canadian textile flammability requirements (Bennett, 1973; Crown, 1973; Katz, 1972). The intent is to protect the consumer, yet to date, consumer opinions about the importance of such legislation have been lacking. Furthermore, if Canada were to adopt a standard as stringent as the American children's sleepwear flammability legislation — a possibility which is under consideration — only those textiles treated for flame retardance or inherently flame-retardant would be allowed in the marketplace (Canada Consumer and Corporate Affairs, N.D.). In the United States, flame-retardant sleepwear has often required the trade-off of such desirable product attributes as fabric durability, easy care and lower cost in return for increased safety from fire (Blum & Ames, 1977). As well, the threat that the once commonly used flame-retardant finish Tris (2,3 - dibromopropyl phosphate) is a carcinogen has further complicated matters (Blum & Ames, 1977; Lyle, 1977).

Various studies have been conducted in the United States dealing with such areas as the cost benefit analysis of children's flame-retardant sleepwear (Polyzou & Dardis, 1977; Schmitt & Dardis, 1976) and with consumer attitudes toward children's flame-retardant sleepwear (Blum & Ames, 1977; Laughlin, 1974, 1976, 1977; Zentner, Avery, Densmore, Emanuel, Harabin, Lafferty & Tozier, 1977). Also studies have been conducted in both Canada (Crown, 1976) and the United States (Avery, 1979) to survey the nature of textile fires. However, specific information about Canadian consumer attitudes toward the flame-retardant sleepwear issue has been lacking but should be an important consideration in future policy formation.

Theoretical Framework and Purpose

As a framework for the present study, Robertson's (1971) adoption process model was used with emphasis on the first stages of the information processing system including awareness, comprehension, and attitude formation. This model for new product adoption was deemed appropriate as flame-retardant children's sleepwear constituted a virtually untried product variation in the Canadian market at the time of the study.

The purpose of this study was to investigate consumers' **awareness** of the possible danger of children's sleepwear in burn accidents, to determine consumers' **comprehension** or **knowledge** of current flammability legislation and terminology, and to obtain consumers' **attitudes** about the importance of legislation for children's flame-retardant sleepwear. The relationships between the dependent variables, awareness, knowledge and attitudes, and certain biographical characteristics of the respondents (age, family size, socio-economic level, textile fire experience) were tested. Figure 1 contains an outline of the variables studied in relation to the theoretical framework adapted from Robertson's adoption process model (1971, p. 75). In addition, consumers'

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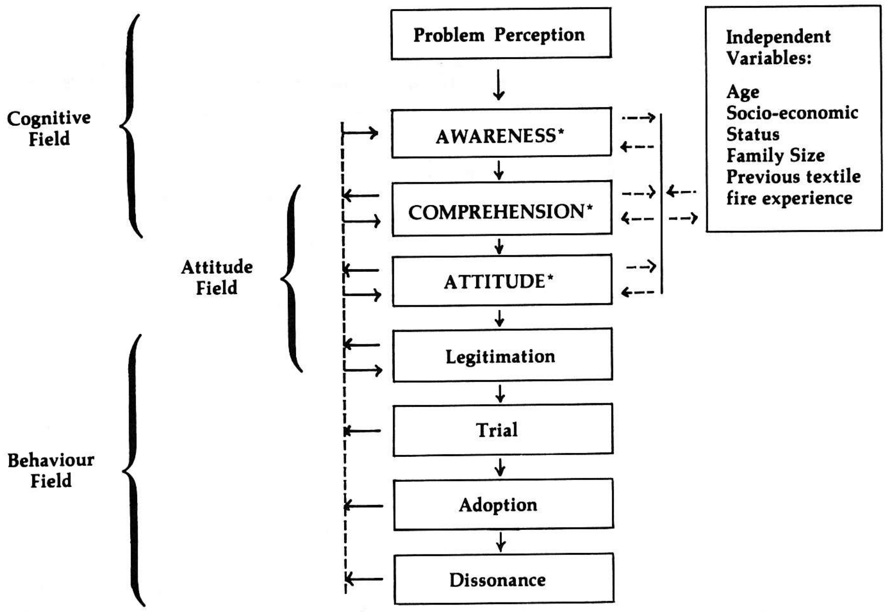
[1] This study was funded by the Consumer Research Branch, Canada Consumer and Corporate Affairs, Ottawa, 1978-1980.



*Awareness (of the fire hazard of children's sleepwear), comprehension (knowledge of flammability terminology and laws), and attitude (toward children's flame-retardant sleepwear) comprised the dependent variables for the study.

Figure 1. Framework for study adapted from Robertson's Adoption Process Model (1971, p. 75).

attitudes toward the regulation of general product safety and textile flammability were compared and finally, the trade-offs consumers seemed willing to accept in return for the protection of children's flame-retardant sleepwear were investigated.

Methodology

Sample. The members of a nationally representative consumer mail panel were surveyed. The panel was stratified by geographic area, age, number and sex of household members, household income, occupational type of head of household, and language spoken — French or English. From the total panel of approximately 2300, only the female parents of children 14 years and under were surveyed (862 English-speaking and 270 French-speaking panel members) as they would be most directly involved with children's sleepwear purchasing and care. The use of a panel, while posing some limitations such as those due to selection and testing effects (Green & Tull, 1978), still allowed for a more nationally representative survey than would have been possible otherwise.

Data were analyzed from all panel members who completed two separate questionnaires — 473 English-speaking and 134 French-speaking parents. This constituted a 55% return for the English and 50% return for the French language questionnaires. The final samples were demographically representative of the total initial samples surveyed. In both the English and French surveys the majority of the respondents were 24 to 44 years of age, not employed outside the home, and had a mean family size of 4.4 for English-speaking and 4.7 for French-speaking respondents. The final samples consisted of a proportionate representation from each province and from both language groups.

Instruments. Two separate questionnaires were deemed necessary to achieve the research objectives. The first questionnaire asked consumers' current preferences and practices for selecting and caring for children's sleepwear, their awareness of sleepwear dangers, knowledge of government laws to regulate textile safety and attitudes toward government regulation of product safety in general. The first questionnaire contained no reference to the issue of textile flammability in order to avoid biasing measures of consumers' awareness, knowledge and attitudes. Such bias was seen as a shortcoming in much of the American research on attitudes toward sleepwear flammability as the issue emotes various amounts of emotionalism in some persons. The second questionnaire was mailed immediately after the return of the first. Consumers were asked directly about their awareness of, knowledge of, and attitudes toward the flammability of children's sleepwear. Also knowledge of flammability terminology and laws, acceptable evaluative criteria for flame-retardant sleepwear and attitudes about the regulation of textile flammability[2] were determined. Questions were combined from the two questionnaires to form measures of each major variable as described below.

Awareness. In the first questionnaire, the issue of flammability was not identified in order to elicit unbiased opinions from respondents. Consumers were asked to list any dangers presented by children's sleepwear and to rate, on a five-point Likert type scale, the degree of danger presented. In the second questionnaire consumers were asked directly if they thought sleepwear presented a danger for burn accidents and if so, how serious a danger. Consumers were classified as fully aware if they named flammability as a sleepwear danger in both questionnaires; partially aware, if they thought it a danger only when directly asked in the second questionnaire;[3] and unaware if, in neither questionnaire, they recognized the issue.

Knowledge. Questions were asked about two major areas: flammability laws and terminology. In the first questionaire an open-ended question was used asking if consumers had heard of any Canadian laws preventing the sale of dangerous textiles and if so, to specify. In the second questionnaire, consumers were asked to check the textile items for which special flammability laws existed. Also in the second questionnaire consumers were asked to match flammability terms with appropriate definitions. All measures of knowledge from both questionnaires were factor analyzed but did not yield a knowledge scale. As a result, each knowledge item was tested separately in subsequent analysis.

Attitudes. In the second questionnaire, five-point, agree-disagree Likert type rating scales were used to rate the importance of having children's flame-retardant sleepwear for different size and age groupings of children. Factor analysis yielded a single factor with all factor loadings exceeding 0.50. Thus, a simple summated score was formed for each respondent to measure the importance of flame-retardant children's sleepwear.

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[2] The complete questionnaires are available from the authors upon request

[3] No one answered that flammability was a danger in the first questionnaire and then said it was not in the second questionnaire.

Product Safety Regulations. Nine attitude statements adapted from those used by Patterson (1977) were used to measure consumer opinion toward product safety regulation in general, in the first questionnaire, and toward textile flammability in the second questionnaire. Each statement was rated on a five-point, agree-disagree Likert scale. The Wilcoxon matched-pairs signed-ranks test was used to compare the ratings for each parallel pair of statements between the two questionnaires and to determine any differences in attitudes toward product safety regulation in general, and textile flammability regulations in particular.

Evaluative Criteria and Care. In the first questionnaire, a five-point rating scale was used to determine the importance of various criteria for children's sleepwear currently in use. In the second questionnaire a parallel set of criteria were described where changes could occur if flame-retardant sleepwear were required. Consumers rated their willingness to accept change for each criterion on a five-point scale. The Wilcoxon matched-pairs signed-ranks test was used to compare the importance of the present criteria to the willingness to accept changes. Thus, a measure of the least and most acceptable changes was gained.

Sleepwear Consumption and Preferences. In the first questionnaire current consumption practices for children's sleepwear were determined. Also care practices currently followed for children's sleepwear were recorded. In the second questionnaire, knowledge of Canadian Care Symbols (Canadian Consumer and Corporate Affairs, 1975) was determined and suggestions for the preferred type of care label for flame-retardant sleepwear were noted. Such additional information was deemed important as current practices may prevail in the future even if flame-retardant sleepwear, requiring special care to maintain its effectiveness, were introduced. Furthermore, the care labelling system currently advocated in Canada needs to be understood and may require modification if specialized care practices beyond its present scope were to become required.

Biographical Characteristics. In addition to the demographic information of age and family composition made available by the operators of the consumer mail panel, socio-economic status was determined using the Blishen (1976) socio-economic index for occupations by head of household in Canada. Also consumers were asked about any personal experiences with textile fires, as it was thought logical that prior experience could influence one's awareness, knowledge and attitudes.

Analysis of Data

All data were summarized to determine frequency and percentage distributions of responses. The data from the French and English responses were not pooled but analyzed separately in parallel form as statistically significant differences (p. $\leqq$.05) were found between the two groups when the mean responses to the major variables under study were compared using t tests. These differences are indicated in the discussion of results.

Factor analysis was used, as indicated above, to refine the major variables. Chi square analysis of contingency tables was used to determine significant relationships between each of the major variables and the biographical data. All probabilities $\leqq$.05 were noted. The Wilcoxon Matched-Pairs Signed-Ranks test (p. $\leqq$.05) was used as noted above to determine differences in attitudes toward product safety regulations and textile flammability regulation and to determine willingness to accept alterations in evaluative criteria in return for flame-retardant sleepwear.

Results and Discussion

Consumption Patterns. Current preferences and practices for purchasing and laundering children's sleepwear were obtained for 974 children of English-speaking and 280 children of French-speaking families with approximately the same number from both sexes. The sleepwear styles most often worn were regular tailored pyjamas, followed by short or long nightgowns. Fabric blends of cotton and polyester, were preferred by most in the summer seasons, and all cotton, mainly flannelette, in the winter. Over 85% of consumers said they looked for care instructions on children's sleepwear before purchasing. Many of the English-speaking but fewer of the French-speaking respondents could identify the Canadian care symbols that might appear on sleepwear items. Consumers experienced the most difficulty with defining the symbols for "hang to dry", "tumble dry-low", and "do not dry clean." Respondents generally washed sleepwear they were currently using, in a wringer or automatic washer, used powdered detergent, rarely used bleach, frequently used fabric softener, and dried the sleepwear most often in an automatic dryer (English) or line dried outside (French). These preferences and practices may have tremendous overriding influence on any proposed sleepwear flammability standard and will be discussed later.

Awareness. Respondents were categorized into three groups according to their awareness that sleepwear was a possible fire hazard. As shown in Table 1, 50% of English and over 75% of French respondents were classified as not aware, but 27% of the English and 15% of the French were partially aware, while only 15% of the English and 0.7% of the French respondents were fully aware.

Table 1
Awareness of Flammability of Children's Sleepwear

Level of Awareness	English Survey No.	English Survey %	French Survey No.	French Survey %
Fully Aware	69	14.6	1	0.7
Partially Aware	129	27.3	20	14.9
Not Aware	238	50.3	103	76.9
No response	37	7.8	10	7.5
Total	473	100.0	134	100.0

Knowledge. The majority of consumers were not knowledgeable about flame retardancy. A summary of the knowledge testing is shown in Table 2. Neither English nor French-speaking respondents knew about the existing Canadian flammability legislation for children's sleepwear even when given a choice of responses to select from in the second questionnaire.

Many could not define the terminology associated with flammability when asked to choose the correct response from a list. A large portion of English respondents were confused by the terms inflammable (a term still widely in use), flame-retardant and flame-resistant. French-speaking respondents were especially confused by the terms *agent ignifuge* and *retard a*

Table 2. Consumer Knowledge of Flammability Legislation and Terminology

	English Survey (N = 473)				French Survey (N = 134)			
First Questionnaire	correct	partially correct	incorrect	no response	correct	partially correct	incorrect	no response
Named flammability laws for children's sleepwear — unaided response	30 6.3%	83 17.5%	52 11.0%	308 65.2%	2 1.5%	7 5.2%	10 7.5%	115 85.8%
Second Questionnaire	correct	incorrect	"I don't know"	no response	correct	incorrect	"I don't know"	no response
selected correct response regarding current legislation for children's sleepwear flammability	189 40.0%	30 6.3%	249 52.6%	5 1.1%	24 17.9%	18 13.4%	86 64.2%	6 4.5%
Terminologies								
1. Eng. — flammable French — 'Inflammable'	430 90.9%	27 5.7%	6 1.3%	10 2.1%	114 85.1%	11 8.2%	9 6.7%	— —
1. b) Eng. — Inflammable	165 34.9%	250 52.9%	31 6.6%	27 5.7%				
2. Eng. — nonflammable French — 'noninflammable'	373 78.9%	86 18.2%	— —	14 3.0%	75 56.0%	39 29.1%	20 14.9%	— —
2. b) French — 'Ininflammable'					71 53.0%	40 29.9%	23 17.2%	— —
3. Eng. — flame retardant French — 'agent ignifuge'	196 41.4%	219 46.3%	40 8.5%	18 3.8%	10 7.5%	52 38.8%	56 41.8%	16 11.9%
4. Eng. — flame resistant French — 'retard à l'inflammation'	85 18.0%	352 74.4%	20 4.2%	16 3.4%	42 31.3%	24 17.9%	43 32.1%	25 18.7%

Table 3
Attitudes Towards Children's Sleepware Made to Resist Burning

	English Survey		French Survey	
	No.	%	No.	%
1. All children's sleepwear should be made to resist burning	269	56.9	70	52.2
2. Some reservations about all children's sleepwear being made to resist burning	99	20.9	18	13.4
3. Consumers should have choice between sleepwear made to resist burning and sleepwear not made to resist burning	77	16.3	22	16.4
4. None should be made to resist burning	1	0.2	—	—
No response	27	5.7	24	17.9
Total	473	100.0	134	100.0

l'inflammation, the French language terms comparable to flame-retardant and flame-resistant. These findings indicate a need for consumer education about flammability legislation as well as the related terms. Misunderstanding of terminology could have serious implications for understanding labels, and for the use and care of flame-retardant textiles.

Attitudes. Consumers generally responded favorably toward the flame retardancy of textile items although French-speaking respondents were less favourable than English. In order to clearly measure these attitudes the phrase *made to resist burning* was used rather than any of the terms used in the knowledge section. In Table 3 the four classifications formed to measure consumer attitudes toward children's sleepwear made to resist burning are listed. The majority of the respondents stated that all children's sleepwear should be made to resist burning, less than one-fourth revealed some reservations about this, while a small portion preferred a choice between regular children's sleepwear items and those made to resist burning.

In summary, it appears that consumers did not realize that children's sleepwear had a potential for burn accidents or that Canadian laws regulated sleepwear fabric to some degree because it has such a potential danger. Consumers were unaware of the need for children's flame-retardant sleepwear, yet when asked in the second questionnaire, many thought all children's sleepwear should be made flame-retardant. It appears that consumers reacted to the mention of sleepwear burn accidents involving children and were willing to form opinions based on little prior awareness or knowledge of the issue.

Biographical Variables. The major variables of awareness, knowledge and attitudes were tested with the biographical characteristics of age, socioeconomic status, family size and previous textile fire experience. The chi square results significant beyond the 0.05 level are reported and discussed below using information drawn from the contingency table analysis.

Awareness. As stated before, the majority of consumers were unaware of the burn injury hazard of sleepwear and did not know that any children's sleepwear law existed. However, for French-speaking consumers, age was significantly related to awareness: those 35 years and older were more aware of the burn hazard than were younger consumers.

Knowledge. In the English language survey, knowledge of the term inflammable was significantly related to age: although the majority of respondents could not correctly define the term inflammable, of those who could, most were between the ages of 35 and 44 years. The majority of consumers had not previously been involved with a textile fire. For the English-speaking who had been involved, more knew the term flammable and fewer knew the term inflammable in comparison to consumers with no fire experience.

In the French language survey, consumers 35 years and older were even less knowledgeable about current sleepwear flammability laws than were younger consumers, although in general, knowledge was low among all consumers. Family size was significantly related to knowing the French term *noninflammable* with large families of seven persons or more being the least knowledgeable. Also age was significantly related to knowing the term *noninflammable* with consumers over 45 being most knowledgeable. Socio-economic status was significantly related to knowing the terms *agent ignifuge* and *retard a l'inflammation* with middle socio-economic level consumers being the most knowledgeable. However, generally consumers were lacking adequate knowledge of both terms across all socio-economic levels.

Attitudes Toward Government Regulation of Safety

A high importance was placed on the government and clothing manufacturers being responsible for product safety in general. However, when the Wilcoxon matched-pairs signed-ranks test was used to compare each of the nine paired attitude ratings between the first and second questionnaire, eight statements in the English and seven in the French language surveys were significantly ($p. \lesssim .05$) different. The direction of these differences indicated that consumers thought it more important to have protection from dangerous products in general than from flammable textile items. Public education was considered more important than legislation to eliminate textile accidents with fire; whereas laws were favoured to eliminate accidents with other dangerous products.

Evaluative Criteria Changes

Consumers stated willingness to accept specified changes in sleepwear criteria in exchange for gaining sleepwear that was resistant to burning. However, several significant ($p. \lesssim 0.05$) discrepancies occurred when these items were statistically compared (using the Wilcoxon matched-pairs signed-ranks test) to the evaluative criteria and care practices currently in use for sleepwear. Both English and French-speaking consumers were not so accepting of the special care instructions, the loss of fabric softness or price increases of $2.00 or more per sleepwear item; French-speaking consumers did not want to sacrifice any durability although English-speaking consumers would in return for flame retardancy. As discussed earlier, consumers had shown they were not aware of the dangers of flammable fabrics; therefore, it would be expected they would be less willing to accept changes in important sleepwear criteria in return for flame-retardant properties which they did not regard as very important. However, the Wilcoxon test revealed that consumers were willing to accept styling changes and loss of decorative trimmings from sleepwear in return for increased safety. Neither styling nor trim were regarded as highly important for children's sleepwear.

Conclusions and Policy Recommentations

Consumers, by their responses, demonstrated that they were unaware of dangers from the flammability of sleepwear and did not know about current federal standards for children's sleepwear. They lacked sufficient knowledge of the terms associated with textile flammability. Without adequate awareness and knowledge, they could not properly interpret the labels that would be needed to ensure proper care of flame-retardant items. If a more stringent flammability standard came into being the consumer could be affected in various ways: choice in the marketplace would be altered; if care instructions were not understood and followed correctly many flame-retardant finishes would be degraded or masked by some of the commonly followed care practices reported in this study (e.g., use of chlorine bleach, repeated use of fabric softener, washing in hard water using low phosphate detergents and drying in hot dryers). Thus, government agencies, educators and industry would need to provide adequate consumer information in a form that could be used easily and consumers must be motivated to follow the information.

While consumers need more information about fire safety and textile burns, increased knowledge alone may not prevent textile fires. Educational efforts in Great Britain did not prove to be worthwhile in reducing sleepwear burn accidents (Richards & Wiles, 1969). However, others do believe public education can be effective (Dean & Dolan, 1978). In the present research consumers thought that educational programs should help eliminate accidents due to burn injury. However, at the same time, consumers indicted several conflicting attitudes and practices. Consumers' awareness and knowledge levels regarding sleepwear flammability were low. Yet when increased flammability standards were suggested most said they would accept them. However, when further presented with trade-offs that could be necessary for flame-retardant sleepwear, acquiescence decreased; many consumers did not want to pay more, sacrifice fabric softness or easy care features. Thus, it is questionable whether the combination of consumer education and a mandatory extension of flammability standards could overcome portended consumer resistance.

Care instruction problems would have to be overcome if more strigent legislation were enacted. The current Canadian care symbol system was only partially understood by consumers. Also the current system does not allow for such specific instructions as "use a heavy duty liquid detergent", "do not launder in hard water", or "do not use fabric softener", instructions which are required to maintain the effectiveness of some flame-retardant finishes. Consumers expressed a preference for symbols used in combination with words — a possible solution if specialized instructions became necessary.

However, other alternatives should be considered. Consumers indicated a greater willingness to accept changes in sleepwear style and trim than to accept changes in other areas. The Canadian government could consider legislation similar to that in Britain and Australia where tailored sleepwear designs are encouraged because they are less susceptible to contact with ignition sources than are loose, flowing styles. Such regulations would maintain a level of protection for children against fire and would allow time for the continued development and testing of flame-retardant finishes to ensure that they are not carcinogenic and are environmentally safe. At the same time consumer choice in the marketplace would not be seriously restricted.

Recommendations

In summary, based on the results of the study, the following major policy directions are proposed:

- educational and information programs should be undertaken regardless of any other action by government. **Consumers are sadly lacking in awareness that textiles, particularly children's sleepwear, can pose a serious fire hazard.** English-speaking consumers do not understand the world inflammable. Its use should be discouraged entirely. Improved understanding of the terminologies for flame retardance and resistance by both English and French-speaking consumers is critical.

Many fire accidents involving textiles are caused by negligence. While standards for textile flammability may help reduce injury, education is needed to reduce consumer negligence due to ignorance, carelessness, or lack of parental supervision.

- increased flammability standards for children's sleepwear, should be considered carefully. As a first step sleepwear styles could be regulated for the reasons outlined earlier. Any regulations requiring standards similar to those in the United States could be negated by commonly followed sleepwear care practices currently in use in Canada. Particularly when research by Crown (1976) indicated that sleepwear has not been highly implicated in textile fires, at least in Alberta, a more cautious approach seems warranted.

If the adoption process model described by Robertson (1971) is condidered, **it becomes apparent that much work is needed to supply consumers with information so that they may become aware, understand the situation, and form attitudes toward the issue based on adequate knowledge.** These initial steps are needed to ensure the successful implementation of any standard, and indeed, are critical to the safety and welfare of all consumers. •

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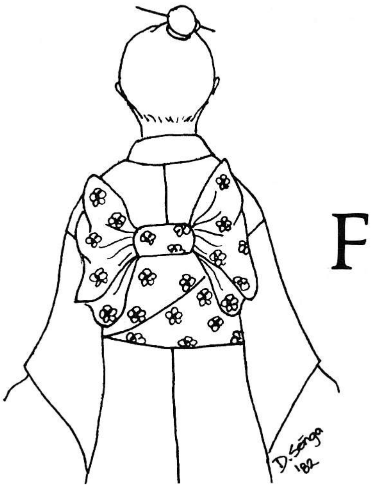
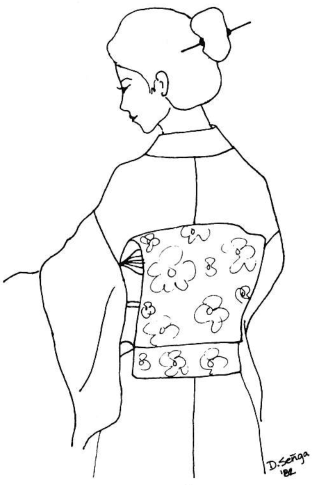


For Brides and Girls

Japanese Obi — Fascinating Bondage

Cecilia A. Gonzales



For Married Women

Abstract

Fashion, like culture is seldom static. Fashion change has a historical tradition and the acceleration of this change generally parallels changes in the social order of a culture. Changes in the fashion of the Japanese obi is explained in terms of the interplay of factors such as culture contacts, advances in technology and major disasters.

Résumé

La mode, tout comme la culture, est rarement statique. Le changement de la mode a une tradition historique et l'accélération de ce changement est généralement parallèle aux changements d'ordre social d'une culture. Les changements de la mode de l'obi japonais s'expliquent par la combinaison de facteurs tels que contacts culturels, progrès technologiques et désastres sociaux.

History adds dimension to the study and appreciation of clothing, for the past is often the key to understanding the present. This is more so now with the acceleration of change which has taken place in contemporary societies the world over.

Due to her policy of isolation, Japan kept most of her traditional lifestyles until post-World War II. The Japanese had started, however, to look toward western types of clothing as early as the 1920s,[1] but it was not until a decade later when there was an increased use of western dress in Japan. This was presumably partly the result of the great earthquake of 1923 when two of Japan's largest metropolitan cities, Tokyo and Yokohama, were completely destroyed, and the 1932 fire which broke out at one of Tokyo's large department stores killing or badly injuring a number of women. The kimono was blamed for all the casualities in both disasters. Firstly, it was alleged that the kimono prevented women from making rapid exits. On probing into the way kimono is worn, Rudofsky (1974, p. 224) states, "one discovers a curious rigging of cords and undergarments, drawn taut around the body that immobilize the torso and glue the knees together. Only the lower part of the legs is allowed some amplitude — about twenty degrees — for walking. These restrictions account for a kimonoed woman's peculiar gait." Secondly, it was also alleged that some victims refused to jump out of the burning or collapsing building for fear of compromising their modesty since panties were not normally worn with kimonos. This practice has changed and now only gieshas seem to abide by this old dress code (Chang, 1975).

Post-World War II saw the westernization of Japan continuing at a rapid pace. In my last visit to Tokyo five years ago, I saw only a few kimono-clad middle-aged women in the airport. Often saleswomen in retail outlets which were solely geared to fabrics or ready-made kimonos wore the garment, but these were exceptions. "The kimono is dying — there can be no doubt of that — but it will remain part of the Japanese way of life for a good many years to come," state Nakagawa and Rosovsky (1965, p. 320).

The Japanese costume consists of kimono and the obi, two different items that are really one and inseparable. The Japanese costume of today is an exceptional dress form in all its aesthetic qualities — fabric and style alike. Because of the cultural dominance of China, especially during the 6th to the 8th centuries, certain components of the costume can be traced to China for its origin. It has never been, however, a copy of any Chinese costume, but rather, it is the result of "adaptation and refinement" a process for which the Japanese have long been noted (Chang, 1975). The Japanese have always shown fascination for both textile materials and their decoration. Through the centuries, to achieve variety, they have explored various techniques of decorating textiles — embroidery, brocading, painting, dyeing and a combination of these techniques. Japanese originality does not lie in their techniques for making textile fabrics, but rather on their approach to design. To a Japanese textile designer, kimono is a *whole* to be decorated, not a piece of fabric to cut and put together. Its total effect is uppermost in the design plan. For centuries, each kimono was an original creation not repeated by its designer, every kimono a showpiece of the designer's creativity of color and design. The Japanese kimono which is

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[1] However, officers and men of some units of the shogunal army and navy adapted western uniforms as early as the 1850s (Nakagawa & Rosovsky, 1965, p. 313-314).

just a simple, straight hanging garment is an appropriate body canvas on which craftsmen display their expertise and originality in the use of design and color.

Present day kimono would not be so elegant without the obi. The obi which calls attention to the wearer's waistline is by itself a work of art. It is considered the most costly accessory of the costume. Japanese women used to collect large numbers of these and treasured them in much the same way as we do our pieces of jewelry. The kimono has undergone changes through the centuries, but in the last analysis, the changes that took place have been mostly influenced by changes in fashion of the obi.

The obi which we see today as the finishing touch to the kimono has a fascinating history. It has been hidden or highlighted according to the dictates of fashion. As early as the 12th century, the obi was a narrow belt used to hold up women's undergarments. A century later, it surfaced as a belt worn over outer garments. Around the 16th century when nishiyin weaving made possible the beautiful Japanese brocades, the obi came into its own as an important accessory for kimono. The rich heavy weaves were used chiefly for the obi which had evolved wider and longer. This complimented rather well, the soft, plain-colored silks which were the prevailing kimono fabric at the time. Courtesans on the other hand, wore a simple knotted cord wound three to four times around the waist and tied with long ends in front. The style referred to as the *nagoya obi* was copied from Chinese craftsmen. The style was copied everywhere except by women of high rank.

Two great fires which took place in 1657 and in 1661 precipitated changes in the way the obi was worn and tied. Previous to these years, the obi was very simply and loosely tied around the waist. Because of this, kimonos flung wide open when people with their belongings on their backs fled during the fires. Since then, the obi has always been securely tied.

Throughout most of the 17th century, the obi took a prominent place in Japanese fashion. It was made of the most striking fabric and in the most fashionable design of the times. It was made of a variety of fibers, from the fine imported cottons of India to rich heavy Japanese or Chinese silks. Designs ranged from conventional to traditional motifs of the flora and fauna of Japan including small geometric figures, checks and stripes. Generally colors were bright and attractive. Some obis were tied behind, some in front; some were tied as flat bows, or butterfly bows or pillow types with ends hanging long or short or not at all. Courtesans were distinguished by the lavishness of material used and the exaggerated size of their obi. In short, the obi enjoyed the greatest possible latitude in terms of materials used, size as well as style of tying in the last three centuries. All these changes led to the two standardized styles of obi that are known today — the big butterfly bow set either at an angle or straight across the back for brides and girls and the complicated flat knot tied at the back for married women. Because the tying of women's obi is a difficult art "young Japanese girls rebel at wearing it or submitting to its extreme and rigid confinement. Now, like foreign imitators, they simply hook a ready-tied one around the waist" (Minnich, 1963, p. 352). However, some find the ready-tied obi less beautiful. "As in the case of the kimono, there are for the obi also various unwritten laws governing the colors and designs for different occasions" (Kawakatsu, 1964, p. 44).

A man's obi is comparatively easy and more comfortable to wear. The rules governing its use are not so complicated and rigid as those given for women. Wide soft silk, crushed together and tied in a bow is generally used for everyday wear, while stiff striped material usually about four inches in width and tied simply at the back in a double knot is worn for more formal occasions.

The kimono is an elegant artifact of Japanese culture and the obi is the most beautiful and fascinating *bondage* in the history of costume. Something so beautiful should not be allowed to die. •

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Errata

Canadian Home Economics Journal, 1982, 32 (4), p. 171 Eddie Oddie's mother, Emma Oddie, (not Emmie Oddie) was inducted into the Saskatchewan Agricultural Hall of Fame in 1977. The editors regret the error.

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Thelma R. Scambler

New Horizons Ol-lympyx, Calgary

Thousands of Canadians are currently living a significant period of their lives in a state, familiarly known as *being retired*. For the first time in history we are experiencing a generation of people for whom one, two, or three decades are spent in a setting not under the direct control of an employer or work experience. It is true that many retired persons embark on second or third careers, but for the most part, those over 65 years adopt a lifestyle of choices, including volunteer activity, education, and travel.

The word *retirement* itself is not acceptable in describing the endless possibilities of these creative years in later life. The *Oxford Dictionary* defines retirement as "withdrawal from occupation, office or business activity". As such, this may describe the leaving of a full-time job. It does not describe the possible productive experience, however, that awaits a person who plans and prepares for the third stage of life. For truly it is retirement **to** a new experience not just retirement **from**. The secret to the fulfillment of these years lies in preparation. It is learning how to make best use of this new freedom and to continue being contributing persons to the community around us.

Though Canada is a relatively young country, as a nation we are aging. By the year 2001, it is estimated that between 11 and 13 Canadians out of every 100 will be 65 and over (*Canada's Elderly*, 1979). By the year 2031 almost 20% of the population may be 65 years and over with a marked increase in the proportion of old older persons. Because of this increased rate of longevity the question is no longer "Will we live to retirement age?" but rather "What kind of persons will we be when we are older and what lifestyles will we develop?"

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Photographs in this article are courtesy of Health and Welfare, Canada

Perhaps the most important point of departure in our planning is how we view older persons and in particular how we view our own aging. Allport (1955) described the span of life as *becoming*. As we grow older we may describe the aging process as becoming. For our later years are a sum total of all our experiences to date. Aging is an on-going process in which we can continue to grow and to change to meet the daily challenges around us. It is true there can be some loss factors, particularly if we do not have a measure of good health. But aging itself is not a disease. Adding years on one's life is not a deficit situation, rather it can be a period of intense growth, mentally, physically and spiritually.

In order to build and retain positive attitudes about aging we need to assist in destroying some of the more common myths that abound. Many assumptions do not pass the test of scientific scrutiny:

- The myth that because of increased stress factors people will not live to enjoy their retirement years is one of these. It is true that many succumb to stress related diseases in the 50-60 year age group but our present longevity rate indicates that a 50-year-old male can look to a life expectancy of at least 28 years and a 50-year-old female can expect 31 years (Stone & Fletcher, 1981).
- The old adage that "you can't teach an old dog new tricks" is definitely out. Recent studies indicate that senile dementia is not the inevitable accompanient of even very old persons. The brain requires and uses a constant variety of stimuli and our cognitive abilities continue to function quite well as we grow older.
- There is the myth when one "quits working", his or her health will soon fail, and that all older people end up in institutional care. In Canada today 81-85% of persons 65 years and over live on their own and are able to manage their affairs. Some 10-13% have medical problems and tap community services to retain as much independence as possible and only approximately 5% require institutional care of one level or another.
- Families are frequently berated as part of another myth that older people are not wanted or supported with love and affection by their next of kin. Ethel Shanas (1979) of the University of Illinois has documented that the family is the major resource for its older members for emotional and

social support, and this in spite of the high mobility of people in the North American scene.

- Finally, another myth now being destroyed is that sexuality as such, does not exist for older persons. Recent studies show that the capacity to love and be loved is as important in the later years as it is in earlier stages of life. It is most important to have a close relationship with a spouse or friend with whom one can share innermost feelings and through whom one's own self-worth can grow and develop.

Getting rid of these myths and others can assist us in coming to terms with our own aging and in planning for effective living in retirement. Many older persons have successfully shed the eight hour work-a-day world and have embarked on plans to restore and revitalize themselves. As a result, the 20 to 25 years at the end of their life become, for many, the best of their life. The secret lies in preparation, and in a commitment to being an on-going-contributing person to society.

During the last 15 years, tremendous interest and activity have developed in the area of pre-retirement education. There has been a growing acceptance on the part of those in corporate structures of the necessity of meeting the needs of employees in this regard. Major business and industrial firms and governments at all levels now offer seminars on an on-going basis. The involvement of joint labor and management planning groups have contributed a great deal to the climate of acceptance of pre-retirement education. Many employees do not feel so threatened when invited to participate in a jointly sponsored seminar. Another important factor is the involvement of spouses in the seminars. Retirement can be a major change in lifestyle and if one is part of a significant relationship it is important to plan together for changes.

In addition to in-house programs planned by firms and government departments, there are increasing opportunities for information in the wider community. Libraries have excellent sections on the subject of retirement and television and radio have developed informative programs. As well, extension departments of universities and community colleges offer programs to the general public.

The program content of all seminars is similar, with some changes to meet the needs of special groups. For instance —armed service personnel, because of retirement at an earlier age, may require greater emphasis on subjects such as employment opportunities and résumé planning. However, a few subjects are generic to all programs. In this age of increased cost-of-living and inflationary factors, anyone planning retirement is concerned about their financial resources and this is usually addressed very early in the seminar program. In addition to assessing one's private and government pension profile, it is of great importance to deal with income management in its entirety. Elaine Barnes, a home economist with Alberta Consumer and Corporate Affairs, provides an excellent session, assisting participants in reviewing their life patterns of income management, and going on to plan investment and pension income to provide adequate reassurances in retirement. The handling of savings, bonds, RRSP's, insurance policies, and properties requires one to be knowledgeable about the best options open, particularly in this day of spiralling inflation. As part of income management it is important to be informed about all aspects of government pensions and retirement benefits and to examine in detail those aspects of income tax which are beneficial in retirement years.

Though financial information is significant, issues of health — both mental and physical — and interpersonal relationships, are of primary importance. We Canadians for the most part, enjoy a greater measure of health and well-being in the later years as indicated by the increase in our longevity rates. It is of primary importance, however, that we develop a continuing preventive health regime, maintained by appropriate diet and exercise, and a meaningful lifestyle. Part of this meaningful lifestyle is having a sense of self-worth, a reason for being. Prior to retirement we tend to be known by what we *do* in the work place. In retirement it is important that we continue to feel we are *doing* and making a contribution, in whatever way is satisfactory to the person involved. Any individual can continue to be recognized and productive through activities such as volunteer work, a personal hobby, art, gardening, or political action.

Whatever provides for that person a positive expression of his or her personhood will give meaning to daily life. Though many activities may be done on one's own, involvement with others in group experiences adds that quality to life of interpersonal relationships and friendships which are invaluable.

Other subjects included in pre-retirement education programs are the viewpoints of present retirees, housing, legal aspects, further education, travel, second careers, job retraining, small business management, residence in other countries, senior citizen discounts, and health benefits. Along with this large area of information-sharing a major effort is made to present the challenge of retirement, the philosophy of coming to terms with the potential of the third stage of life. One's personal attitude, individual faith, or *interiority* as coined by Dr. Sylvia MacDonald, a Retirement Educator of Marianapolis College, Montreal, is of single importance in retirement (as it is in all stages of life).

One of the greatest resources to planning for the later years is to tap the knowledge of those older persons around us. We are surrounded by examples of outstanding individuals, across the nation, and in our own neighborhoods. These elders demonstrate initiative, ingenuity, new and exciting lifestyles, enhancing their own lives and that of the community around them. Role models — they abound, and the opportunities are endless to gain valuable ideas for one's own pre-retirement planning, and investment in the future. ●

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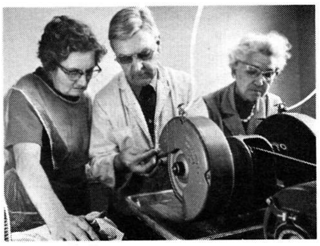
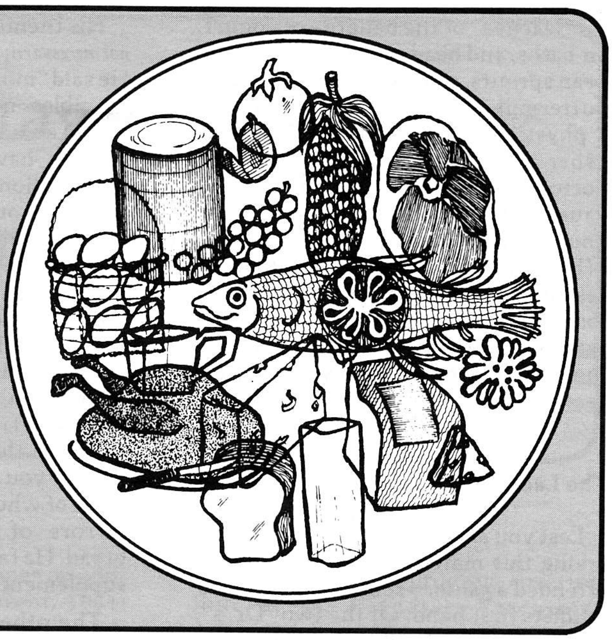


Psychology and Food Faddism

Nadine Vester



Food faddists — who are they? I would recommend that nutritionists ally themselves with psychologists to explore this area. It is a fascinating and amusing subject. Let me begin by defining food faddism. I will then look at how we know what we know and finally at some of the characteristics of the behavior that we call food faddism.

Definition of Food Faddism

Schafer (1975) gives us this definition of food faddism:

> An unusual pattern of food behavior enthusiastically adopted by its adherents. It is expressed in one of three ways: (a) acceptance of special virtues of a particular food to cure specific diseases; (b) elimination of certain foods from the diet in the belief that harmful elements are present; or (c) emphasis on *natural* foods.

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Food Fads

Let me share some of the more amusing parts of the journey I took in exploring this topic. I read *The New Nuts Among the Berries* (Deutsch, 1977) and met Adelle Davis and her magic "Pep-up" concoction of egg yolks, oil, lecithin, calcium salts, magnesium oxide, yogurt, granular kelp, milk, yeast, wheat germ, and soya flour. She died of cancer in 1974.

I recalled a debate with my young secretary for whom I once prepared garbonzo stuffed cabbage rolls. She did not eat meat and was a booster of organic gardening. She was unwilling to believe me when I told her the plant needed the fertilizer in dissolved (that is water borne) molecules and could not tell whether the molecules came from the manure pile or from a bag of granules. She also could not see the incongruity between her concern for her body and her heavy cigarette habit or her interest in marijuana.

On this journey, I learned about the *rhythm method* of *girth control* and several new diets — one being "martini's and whipped cream"! I learned about a whole section of society turned on to *Fletcherizing*. You have 32 teeth so Nature meant you to chew each mouthful 32 times, according to British Prime Minister Gladstone. So chew, chew, but meanwhile "Hold the face down so the tongue hangs perpendicular in the mouth". Nature does the swallowing. Horace Fletcher lost 65 pounds this way. Behavior modification practitioners recommend that obese people slow their eating. Fletcherizing certainly slows your eating. Pioneer Harvard psychologist William James said he had tried it for three months and it nearly killed him. My dentist loved the poem Upton Sinclair wrote for Fletcher:

Nature will castigate
Those who don't masticate

Are you acquainted with the sorrow of cellulite, that lumpy and bulgy "gel-like substance made up of fat, water and wastes", caused by "tension, fatigue, poor eating habits, insufficient water, poor breathing, lack of exercise, and polluted air"? Do you get the feeling only slobs get cellulite? Would you want to admit you had it? Wouldn't you want to rush off and get treated?

And then there is Dr. Abraham Friedman's reducing diet: *"Reach out for your mate instead of your plate" and "Make love, not fat"*. The *Ladies' Home Journal* presented the condensation of his book with the injunction "Don't snicker".

This article has been is adapted from a paper presented at the CHEA Conference, Edmonton, Alberta, July 8, 1982. The author's discussion of a model to describe how we process food information has been omitted. The model can be found in Agnew Pyke (1969).

I "learned" of the benefits of yogurt, air baths, and head stands, and of bran, bean sprouts, cabbage, brazil nuts, and buttermilk. And this final on a book by a physician, Dr. A. Nittler: His publisher advertises "Take food, says the doctor, not medicine . . . and see pain-causing poisons literally pour out of your body!" Actually Nittler's book offers more than this. For example, it features (and just let your imagination loose on this) a "do-it-yourself prostate massage that involves a simple motion with the legs and soles of your feet".

The Laetrile Touts

Lest you are suspecting that I am not taking this matter seriously enough, I attended a *nutrition* seminar to see food faddists first hand. Of the two "Dr.'s", one is a proponent of laetrile, B_{15}, and diet to treat cancer. He is described as the folk hero of the laetrile cult. Two years ago I was diagnosed as having breast cancer, second stage. Every time I went for chemo-therapy I had to walk through the pediatric clinic, past the children waiting for their treatments. Only my promise not to make my presence obvious kept me silent at this seminar. Among other maddening statements, the most enraging was: legitimate cancer therapists have a success rate of 12% nationally, and metabolic therapists a success rate of 63%.

Let me tell you more about that seminar. I think we can borrow some of their tactics for use against their quackery. In fact, by telling you something of myself, I have attempted to demonstrate some of the tactics they use. Do you feel you know me at all now? On a scale of one to ten, one being low empathy, where would you rate your reaction to me as a fellow human? Are you willing to consider what I have to say?

To get back to that *nutrition* seminar — the organizer introduced the topic by recounting her experience with hospital food, something we could all identify with, and asking "why Jello and pastry, not fruit?" Can you answer that?

The first speaker shared his excitement with the audience. He was having to leave early to catch a plane because his wife was in labor with their fourth child! The audience warmed to him — you could see it.

His theme was *the absence of disease does not necessarily mean the presence of wellness*. He said "most of you have come for the tangibles not philosophy". He then talked about the AMA conspiracy "the doctors have got immunization and prescription pads and that put them in charge of our lives" and "no one discipline has all the health answers". He then guided the audience through the depths — his appendectomy and attendant peritonitis due to his *lifestyle* at age 24. His lifestyle, I might add, sounded fairly normal for a young man. Then, as he shared his *St. Paul on the road to Damascus awakening*, he brought them to the heights from which you could see the Promised Land of wholistic health, safe from the terrors of white sugar and white bread. He favors an insurance policy of supplemental vitamins and minerals.

The other speaker, who requested that excerpts of the presentation not be used "out of context", then proceeded to quote the medical profession out of context — "Four out of 100 cancer patients die of the treatment". He is careful not to say how many would have died without the treatment (deceit by omission). Yes, treatment like chemotherapy can cause cancer in about one case in 100, and increase the odds of remaining disease free by 10 chances in 100. Did you know that the *cause* of cancer is the departure of the body from homeostasis; we all have cancer cells but the healthy body's immune system keeps them under control? He claims his treatment returns the body to homeostasis (health). I would, I confess, be surprised if his treatment — a combination of herbal laxatives and colonic irritations — does not *increase* bowel problems. It gets the "bowel movement pattern down to twice a day". (Not being a Freudian psychologist, I regret I cannot give that fact the justice that my psychoanalytic colleagues could.) I had read Victor Herbert's book *Nutrition Cultism* prior to attending the seminar. It is as well that I did not remember his comments about *Wobe Mugos* (Herbert, 1980). One of the speakers uses this substance to dissolve the shell around the tumor so the laetrile can get at it. Wobe Mugos is a digestive enzyme. In effect, he is treating cancer by injecting a product similar to Adolf's meat tenderizer. With his treatment, "you pays your money and takes your chances": before the untreated cancer gets you, you could die of anaphylactic shock or cyanide poisoning — from the laetrile.

Why am I coupling laetrile with food fads? The literature deals with a number of health-related issues together. Herbert unites laetrile, megavitamins, and "nutrition as therapy". *Health Quackery* adds reducing drugs, and the book *Health Robbers* adds to that gadgeteers, anti-flouuridationists, organic food adherents, and pseudomedics — all adding up to enough *quackery* to start a duck farm.

And why do we buy into that? If we were rational and had all the information we needed, the chances are good that we would not. But — we are not rational beings. We love, we hunger, we hurt, we laugh, we strive, we fear, and we feel. Do you really want to be rational, only rational?

The Emotional Meaning of Food

Food is tied to some of our more intense emotional experiences. Before we have conscious memory, food teaches us about our place in the world. Does our mother feed us when we cry with hunger? The world is a nurturing place where we can have our needs met when we ask. We have some power, some control. Do we cry in vain to be fed? Maybe we don't count for much, the world is threatening, we have no power. We have a tradition in our culture of special feast days. Food means togetherness, family, caring, and rejoicing. Food can be used as reward for good behavior and deprivation of food as punishment. We can, and sometimes do, use food to sooth other hungers. We can use food to identify with someone — if Dad doesn't like peas, is Junior likely to eat them happily? I think that food can mean belonging — ethnicity is expressed that way. Or more prosaically, what about the child who wasn't invited to the birthday party listening to the others drool over the goodies they enjoyed? Can you think of any other meanings food can have for us? So we are predisposed not to make decisions purely on the basis of nutrition facts, predisposed so young that much of our learning took place before we had language to form conscious and rational thought.

How do we know what we know?

Let me digress to the question of what is a fact — nutrition or otherwise. *How do we know what we know?*

Several years ago I purchased a rather expensive and thickish book called *Orthomolecular Psychiatry*. It is still sitting at home unread as it would take all my scientific background, and then some, to make sense out of it. I think that is illustrative of difficulties many of us have sorting out the "nuts" from the "berries". June Sheppard, an *Edmonton Journal* columnist, wrote recently about "one of those 'whom-do-we-believe' dilemmas". So what are the methods we use to arrive at the truth?

Two Approaches to Knowledge

This next is from *The Science Game* by Neil Agnew and Sandra Pyke (Agnew & Pyke, 1969). They ask:

What do you know?
What do you know for sure?
Who's right?
How do you know?

Humans are prepared to fight over the question of who is right with about the same passion as they would over a mate. So how do we know? How do we make our decisions? We can take either or both of two approaches, depending on the situation. These approaches are true-false and decision-making.

True-False Approach

This approach is built on the belief that information is packaged in one of two ways, true or false, and we should have no difficulty telling which is which. Sometimes it is easy. For example, I have two dollars — I spend two dollars — I have no money; or I see a snake — I run. As long as the information at hand is tangible — dollars, rocks, snakes, bombs — "how do we know" or "who is right" seem not to be a problem. We tend not to debate about whether there is a freight train in sight, or an explosion. For this kind of information, we can use the true-false approach effectively.

The true-false approach works less well when we deal with the past or the future. It is ineffective for dealing with the present that is out of sight, around the corner, in someone else's mind, or changing rapidly. To determine "how we know", we must go to the alternative approach, decision-making.

Decision-Making Approach

This approach to knowledge takes into account the information available at hand, the focus of our attention, our habits, analysis skills, time, and energy. These factors are all involved in our choices of what we consider knowledge.

For example, if I want to know whether food additives contribute to hyperactivity and I have no information immediately available, what do I do? My child is keeping me up half the night and I have no training in nutrition. It is unlikely that I will embark on a scientific study. I may just remember a popular article I read, immediately cut all processed food from his diet, and bake my own bread. If he happens to have a good night or two shortly thereafter (and he well may since I expect he will and that has a direct influence) I will have evidence that my method is working. I will "know" that additives contribute to hyperactivity. We know experiential learning is powerful.

How do we collect our information and put it together so that we can make a decision?

• Decision Aids.

We, as decision makers, must make choices daily, frequently with little current information. We will use whatever aids we can to make the choices easier. These aids are wondrously assorted: a friend's advice, rumors, radio commentators, an athlete's recommendation, research at a library, or our doctor's opinion. We rarely have access to first-hand sources. We must rely often on information without knowing how it was collected or analyzed. Since we cannot examine everything first hand and might be little better off if we did, it might be useful to look at some of the aids we use.

Bias Boots. A bias is "an opinion formed without adequate reason", a prejudice, or a mind set. We often use our biases to help us determine truth or falsehood. Our biases can be many and varied. To illustrate, it might be useful "to think of bias as a pair of boots — different biases are represented as different styles and colors of boots" (Agnew & Pyke, 1969).

- **Cultural Biases.** When large numbers of people wear the same color and style of bias boots, these can be referred to as cultural biases. Examples of such biases are *folk truths* or *conventional wisdom* such as "A stitch in time saves nine" or "Make hay while the sun shines". Frequently, the sayings can be both harmless and contradictory: "Look before you leap" and "He who hesitates is lost". These statements are impossible to prove or disprove as the testing conditions are unspecified.

- **Common Sense.** Much common sense is well founded on technical knowledge. The person using common sense may not be able to produce the details to justify the reasoning so is reduced to stating, "It's just good common sense". For example, the person who avoids taking a bath during a thunder storm may say it makes sense without knowing why.

- **Self-evident Truths.** "We hold these truths to be self-evident, that all men are created equal, that they are endowed by their creator with certain inalienable Rights, that among these are Life, Liberty and the Pursuit of Happiness". In logic, one starts with a basic axiom which is seen to be true, without proof, by definition.

Our biases protect us from mental chaos and are often very resistant to change. Biases are learned, along with reading, writing, table manners, or phobias. They can be unlearned but with difficulty.

Appeal to Authority. Another decision aid we use to help us decide what is true, what do we know, is an appeal to authority. If the authority cited supports the statement, we often regard this as sufficient evidence. Our first authorities are our parents. "My dad says so" has been used in many a childhood debate. As we grow away from parental influence, we use other institutions as authority: the older kid on the block, our church affiliation, scientists, government, and even television.

Appeal to the Expert. "An expert is a high-priced authority, an authority with credentials" (Agnew & Pyke, 1969). If we are in doubt about a package of information, an apparently rational step would be to check with an expert. How can we choose that expert?

One qualification can be notoriety. For example, we pay more attention to Paul Newman than to John Smith. If Paul Newman promoted certain eating patterns, we would pay heed. His name would catch our attention, and his physical appearance could be seen as evidence of positive results. It would appear that he knew something about the subject at hand. If the expert has credentials, it is even better. It is even better still if the expert's view resembles the one we already hold. If we are still neutral or even slightly negative, the expert's opinion may persuade us. If our minds are made up, it is unlikely that an expert will persuade us, unless the evidence is overwhelming. Sometimes even that is insufficient — we *still* have the Flat Earth Society!

Suppose we are lucky enough to find a famous person whose views on a particular issue agree with our own. Does this automatically make him an expert? What does Linus Pauling know about Vitamin C? He is a biochemist who received the Nobel prize for work on the nature of chemical bonds. Only the most sophisticated would know his work was unrelated to nutrition. But what does Billy Graham know about foreign policy? Maybe our selection of an expert is not based on how much he knows, but whether he can help us make a decision — good, bad, or indifferent.

To further complicate matters, we must also contend with the fact that experts, who do know, disagree. Also, as new evidence comes to light, they change their minds.

Comfort In Numbers. "Biases and experts are both useful and necessary decision aids, but nothing is more exhilarating and reassuring than group agreement. Beliefs held by large groups are very resistant to change, whether we are dealing with clearcut (T-F) information or vague but strong cultural biases" (Agnew & Pyke, 1969).

One In Infinity. Those of us in education are well aware that personal experience is a powerful teacher.

Why We Use Aids

Why do we use these aids so frequently? Well, there may be little risk involved in making an error. Does it matter what body lotion I use? It may be too costly to collect all the evidence. We may have no choice. It is impossible to verify all the information we deal with in an hour, let alone a day. We are forced to accept information, or reject it, at face value. If it fits in with what we already believe, we accept it.

Decision Aids We Use on Food Questions

Now back to the question of food. I have mentioned the impact of our earliest experiences. I think some other factors that are worth considering are:

- The growing **fear of being manipulated** by powers outside our control. The whole idea that natural is good, processed is poison is part of this. Also related is our need to have power and control over our own lives. The medical profession has been accused of treating us like objects — no time for bedside manners — so we can regain some control over health care by manipulating our food intake. Besides, people like Dr. X, the food faddist and his ilk, are *such* warm and caring people.

- The **fear of aging and dying**. This couples with our belief in magic that is a memory trace from our childhood. This makes us susceptible to the hope that we will find a Fountain of Youth, whether in a carrot or a vitamin E capsule.

- The **need to rebel against authority and conformity**. This seems to be true for people who are in the counter culture — macrobiotic diets, organic gardening, vegetarianism, and use of drugs are some of the enthusiasms we might see. It can also be true of any of us who have not come to terms with our relationship with our parents and our own adulthood. (Gould, 1978) This need can be related to our fear of being manipulated out of our control.

- The **need to rely on power and authority**, to **have our dependency needs met**, to **have something or someone in which to believe**. At the risk of getting chastised, I would have to say that the way we, as a society, are still raising our daughters leaves girls more vulnerable to this one. I did not count heads at the so-called "nutrition" seminar I mentioned earlier, but I think the majority present were women. I am not saying women have more kooky food ideas, just that women are more vulnerable to relying on authority — at least overtly.

Couple these dependency needs with the belonging needs, to which I have already made reference, and you have what one writer called "a new religion" (Khan & Adams, 1976). Its sacred words are *natural* and *organic*, its taboos are *processed food* and *fertilizer*.

A Small Sidelight

I discovered that people know that there are laws against misleading advertising and labelling. Many people **do not know** that there are few laws against books, television, radio, newspapers, or speakers saying whatever they choose — true or false, sense or nonsense. **People tend to believe that the laws that protect them from false advertising protect them from nonsense in the health area**; they do not realize our freedom from censorship allows garbage to abound. There are *some* powers in the Health Protection Act but most of the people who produce materials tread a very fine line.

In closing, never expect a human to be rational. You will save yourself disappointment. A lot of people are still buying food-fad information, but no matter how you cut it, *it's still snake oil!* (Whelan, 1982). •

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On The Job

Profile of a Home Economist in a Co-operative

Deb Glazebrook

The profession of home economics covers a broad spectrum, as, I feel, does my job as a consumer counsellor. As an employee of Federated Co-operatives Limited, a good knowledge of co-operatives is essential. Also important are some inklings in the areas of business operations, advertising, merchandising, printing, writing, agriculture, food testing, adult education, women's issues, home economics and patience!

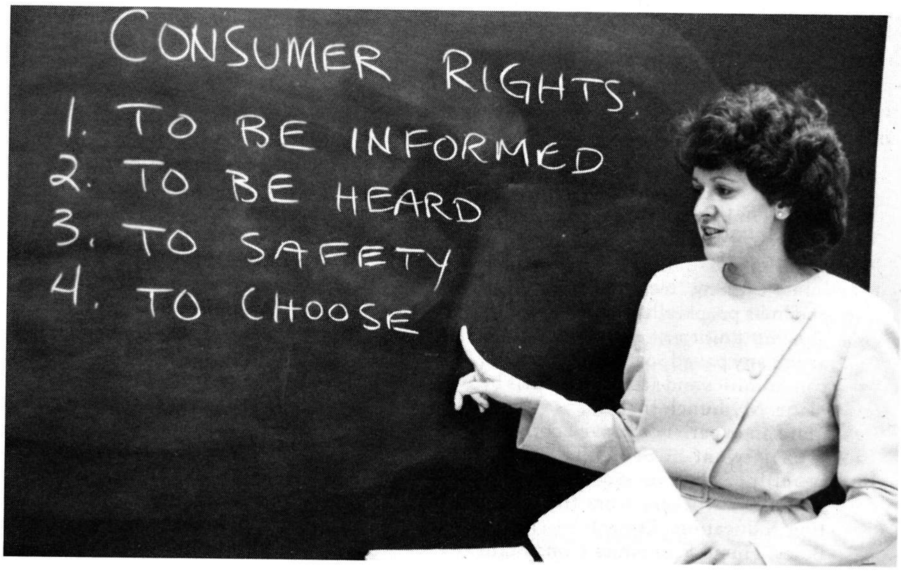
Federated Co-operatives Limited is a business owned by about 380 retail co-ops across Western Canada, organized as a wholesaling and manufacturing service to the retails themselves. Home Office, where I work, is in Saskatoon. Because co-operatives recognize the basic consumer rights, and believe that consumer education is essential, the consumer counsellor function exists. Over the years, consumer counsellors have performed various duties in varying numbers. Today there is one consumer counsellor at Home Office and several employed directly by retail co-ops in the system. And today, the Home Office function emphasizes less the traditional home economics area and more the idea of co-operative member development.

If acquaintances perceive anything about my job, it is that I counsel consumers. This is concentrated internally (within our system). One major responsibility is our consumer information program, the main component of which is the *Consumer's Guide* resource book. The *Consumer's Guide* is a compilation of over 160 consumer information sheets in seven different topic areas. Ensuring that the information is consistent, current, unbiased and accurate is a challenge. The *Guide* is designed for use by retail co-ops and for sale to co-op consumers. I also provide consumer information for system newsletters, advertising flyers, kits and catalogues. An area for which my training in home economics could not prepare me is co-operative member development. Co-operatives are unique businesses in that most of their customers are member/owners. What we try to do is increase the interest, understanding and commitment of members, thereby strengthening their co-operatives. In the tough economy of 1982, this is a difficult task. The major thrust of our member development program is a plan to aid retail co-operatives in increasing member support. This involves much retail contact in the form of meetings, workshops and seminars. It is a challenging but fulfilling process. The retail Boards of Directors and volunteers, whether they are from tiny villages or throbbing cities, are *real* people. They may be suspicious, heart-warming, tenacious, clever or cautious, but they are the grass roots of the system. What this has in common with home economics is its *people* orientation, its concern for the well-being of the ordinary individual.

Our challenging areas include a liaison role between Member Development and other departments, and serving as secretary to a Board-appointed committee concerned with increasing the participation of women in co-operatives.

One of my classmates in English at University, upon hearing that I was a home economics student, said to me, "that's funny — you don't look like the type". I wasn't then, nor am now, aware of my stereotyped appearance. They didn't train us to look, act or think alike. What each one of us did acquire was the degree of professionalism that makes up a home economist. I learned to be a specialist and a generalist, and that I may not necessarily find employment in my interest areas. Coming from an Arts and Science discipline, I learned how to handle a hectic schedule, which is often the case in home economics jobs.

No academic training can adequately prepare a person for the practicalities of the job. This I gratefully received from former consumer counsellors, Karen Webster and Leslie Henry. I was fortunate to have excellent role models. This is one area of home economics that is always encouraging — support systems are not just a concept, but a reality. ●



Debra Glazebrook received a B.S.H.Ec. with a major in Clothing and Textiles from the University of Saskatchewan in 1980. After holding a position as Sessional Lecturer in Clothing and Textiles at the University of Saskatchewan, she became a Consumer Counsellor for Federated Co-operatives Limited. Off the job, Deb gives priority to professional development (as president of the Saskatoon and district Home Economics Association), sewing and reading.

On the Community Front

Collette Kavanaugh
Newfoundland Provincial Director

The Adventures of a Newfoundland Home Economist

Home economists in Newfoundland are few in number and for them the challenge is great. The majority are employed in the teaching profession with a handful scattered throughout government and business. It is interesting to note that the number of home economists employed in the extension area totals *one* person. Therefore I thought it would be interesting to give home economists in other Canadian cities a view of the challenge involved as this home economist takes on the responsibilities of rural Newfoundland and Labrador. This extension worker is **Jocelyn Wood** who is employed through the Regional Development Division of Department of Rural, Agriculture and Northern Development.

Jocelyn came to our great province in 1975 when she commenced employment with the Rural Development Department. Until then the position was filled by a technician. Her main responsibilities involve the set-up of food preservation kitchens and the provision of assistance to small businesses that are engaged in food production and marketing. Jocelyn also organizes and gives 25 courses per year in rural areas on domestic processing of food. Yes she, solely, is responsible for all these efforts for Newfoundlanders. Being a Newfoundland home economist is indeed a challenge!

When I questioned Jocelyn about her role in home economics extension, she replied "my job is most often an adventure that requires much flexibility". To illustrate she told me the following adventure story as an example to share with fellow Canadian home economists.

> In September 1982 I was invited by members of the Nutrition Education Project in Labrador, headed by Mary Mackey, Memorial University Extension, to demonstrate proper home-canning techniques to Inuit and India people who live in the coastal communities of Labrador. There aren't any paved roads in these small communities and access to them is by plane. My hunch that this was to be quite an experience proved correct.
>
> Off I went in September to the beautiful Labrador accompanied by two other workers from the Nutrition Education Project — Kathy Boles, Home Economics Consultant and Carolyn Maybee, Nutrition Education Consultant. With us went seven 21-quart pressure canners and various sizes of jars which would be appropriate for the canning of meats, fish, jams and jellies. These wouldn't have posed much of a problem had we been landing on an airstrip in a major urban city airport, but we were in a small "floater" plane and would be landing on water. When the pilot announced we would soon be arriving in Nain, Labrador, the most northern community on the coast, my heart started to beat rapidly. My pulse weakened as we made a smooth landing on the water. Now for the worst part — getting from the plane to the "floating dock". I discovered I had to climb a 5-foot ladder to reach the wharf. Finally — I made it in one piece. Then up came my canning equipment; solid ground at last! When I realized that over half of the community had come to greet us — this was suddenly a marvelous experience. Luggage and equipment in tow, we set out for our boarding house to prepare for the workshop. That afternoon the local community health representative and approximately 20 women arrived with various local foodstuffs, such as char, caribou, redberries (partridge berries) blueberries and blackberries to get ready for processing, using the equipment we brought with us. It turned out to be quite a useful and valuable workshop for the community women. When I finished, I left a pressure cooker for the community to use in processing.
>
> The second area I visited was Davis Inlet. Unlike Nain, which was an Inuit community, this was a totally Indian community. Again we arrived via the "floater" plane onto the "floating dock". But this time there wasn't a truck to transport our equipment and luggage: Not to despair, we used the wheel barrow available for such purposes. You can well imagine the chuckles we had with that experience. Because the women couldn't speak English, there was an interpreter available (a new experience for me) who translated my information on proper canning techniques into the Indian language. The women enjoyed it and I quickly adjusted to the use of the interpreter. Other communities I visited were Hopedale, Postville, Makkovik and Rigolet. Each one of these communities presented more excitement. My two weeks passed much too quickly, but needless to say the last day did not pass without incident. The planes in Labrador are totally dependant upon weather conditions. If weather is poor, they don't fly — but it's not that simple! That day was windy and we then heard the news that there wouldn't be a plane as scheduled. Not to be discouraged, we decided to make use of valuable time and went redberry picking. However this was soon interrupted when we heard the message that the winds had died down and the plane would be in shortly afterall. As I flew home over the beautiful coastal Labrador I thought "it is goodbye for now, but the memories of this trip will always be with me".

Jocelyn has many challenges as a Newfoundland extension home economist. At present she is greatly involved in the promotion of Newfoundland food commodities for Newfoundlanders. This includes the promotion of frozen pies such as blueberry, rhubarb custard and partridge berry which Newfoundlanders have had in their heritage for many years.

Jocelyn Wood's interesting experience which she has shared is only one of the many that is experienced by home economists here in Newfoundland and Labrador. This province of Newfoundland certainly provides a challenge — perhaps because its needs are so great, yet its home economists are so few in number.

Special thanks to: Jocelyn M. Wood, Home Economist, Dept. of Rural, Agricultural and Northern Development.

Abstracts of Current Literature

Submitted by
University of New Brunswick
Fredricton, N.B.

The development of the concepts of masculinity and femininity in young children.

Kathryn A. Urberg
1982
Sex Roles, 8(6): 659-668

The objectives of this study were: (1) to describe differences in the years 3 to 7 in children's concepts of what is masculine and what is feminine; (2) to examine the relationship between gender constancy and the degree of stereotyping in children's sex-role concepts; and (3) to examine the relationship between children's concepts of masculinity and femininity in peers as opposed to their concepts of masculinity and femininity in adults.

The subjects were 120 middle-class white children with equal numbers of boys and girls at each of the ages 3, 5 and 7. The children were asked to categorize selected attributes as being characteristic of males, of females, of both males and females or of neither. The attributes used were slightly modified from those used by Williams et al. (1975). A two-sentence story was designed to illustrate each of the 20 attributes. The sort was done once for adults and once for peers. (The article includes a sample story and a list of the attributes.) Slaby and Frey's (1975) Gender Conservation Test was administered to the 5- and 7-year olds. The mother's employment status was also included.

In order to investigate the effects of age, sex and mother's work on the degree of sex-typing in children's concepts of masculinity and femininity, three scores were created for each child for each condition (adult and peer). For each of these six scores, a three-way analysis of variance was performed using the least squares solution for unequal numbers in each cell. To examine the effect of gender conservation on sex-role concepts, an age (5, 7) X sex (male, female) X gender conservation (yes, no) analysis of variance was performed using the least squares solution. To investigate the degree that the children engaged in stereotyping peers as opposed to adults, related sample t tests were performed comparing the Z scores for peers and adults on the male stereotype, female stereotype, and overlap scores across all groups.

Results of the study indicated that when given an opportunity to classify attributes as both masculine and feminine, the children saw considerable overlap between attributes appropriate for males and females. The overlap increased with the age of the children. In general, gender conservation was associated with decreased sex-typing. Girls, especially those whose mothers worked, were less sex-typed in their concepts than boys. Both boys and girls were less sex-typed in their views of adults than in their views of peers.

Theresa M. Smith

Specifying outcomes in nutrition education evaluation.

R.G. St. Pierre
1982
Journal of Nutrition Education, 14: 49

Evaluation provides information to policy makers and to program practitioners about the operation, implementation, or effectiveness of a program. Although few would argue against the need for evaluation, many program practitioners avoid evaluation because they are afraid of being treated unfairly by the evaluators.

To avoid bias, an evaluator should not decide alone what outcomes to measure. Rather he should talk first with the program developers, review program goals and objectives, and talk with program implementers and users to reach a consensus on reasonable expectations for the program. For example, unfairness may be perceived if the interests of the agency funding the evaluation are not synonymous with the intended outcomes of the program developers.

The evaluator must also consider whether the proximity of the outcomes to the program will allow for a fair evaluation. The achievement of long-range goals, such as improved health status, may not be measurable after a short-term program, such as a 10-week nutrition education program.

This paper discusses two main problems surrounding the specification of outcomes in evaluations of nutrition education programs, namely, proximity of outcomes and conflicting expectations. It uses the example of evaluating a state Nutrition Education and Training Program in which the program developers intended their program to encourage children to taste unfamiliar foods, but not to place value on the amount of food consumed. The U.S. Department of Agriculture, who funded the evaluation, however, was primarily concerned with reducing plate waste.

Even though behavior change is clearly desirable, it is important to consider whether it is a fair outcome of an in-school nutrition education program.

Eleanor E. Wein

Maternal employment: the child's perspective.

Rosemary Trimberger and Michael J. MacLean
1982
Journal of Marriage and the Family, 44(2): 469-474

Maternal employment is considered to be an important variable in the research on child development. This research examined children's perceptions of having a working mother. The researchers wanted to add another dimension to results of past studies on maternal employment which have not included children's perceptions when focusing on the effects of variables such as sex, age, socioeconomic class, mothers' attitues and supervision arrangements.

The subjects were 51 children (29 girls and 22 boys) aged 9 to 12 from grades 5, 6 and 7 of three schools in a large Canadian city. The children came from intact nuclear families in which mothers were employed outside the home on a full-time basis. The mothers had been working an average of 4.6 years. Thirty percent of the children were first-borns, and 80% of the first-borns were girls. Fifty-two percent of the children were home from school at least two hours before their mothers and half of the children were not supervised when they got home from school.

Questionnaires, which were designed and pretested for this study, were completed by all children in the selected classrooms but the researchers used only those by children who had working mothers for the analysis. In addition to biographical data, the questionnaire collected data on the central issue of the child's perception of the employed mother.

Results of the study indicated that these children have definite perceptions about the influences that their mothers' employment has on them. For example, the results indicated that children's attitudes about their mother's employment are influenced by their perception of their mothers' feelings about employment. It was also found that boys, younger children in the family, and children who were supervised after school perceived themselves more positively affected by mothers' employment than girls, eldest children in the family, and children who were not supervised after school.

The authors suggested a number of areas that should include children's perceptions of maternal employment in future research.

Theresa M. Smith

Nutritional status of Quebec Indians.
J. Hoffer, J. Ruedy and P. Verdier
1981
American Journal of Clinical Nutrition, 34: 2784

During 1978 the nutritional status of three bands of Cree Indians living in a remote area of Quebec was evaluated by biochemical measurements. Over 80% of adults participated in this survey in contrast to the 30% participation in the Nutrition Canada survey. The study was conducted as part of an evaluation of the effects of chronic exposure to methylmercury, as these Indians remain more involved in hunting and fishing for subsistence than many other northern Indians. An estimated one half of these Cree households obtain the greater part of their income from harvesting fish and game. Of such families, "bush food" can account for two thirds of the dietary protein and up to half the energy intake. In recent years because of concern over methylmercury, fish consumption has declined, being replaced by southern food.

The biochemical assessment revealed that hematocrit, serum iron, transferrin saturation, serum Vitamin E, serum folic acid, and urine thiamin excretion patterns showed only minor differences from Nutrition Canada's national and Indian survey. The slightly higher serum total protein values of Indians previously reported were also found here. A higher percentage of Indians had low serum concentrations of Vitamin A and ascorbic acid than in the Nutrition Canada survey.

The present study confirms the Nutrition Canada Indian survey conclusions, identifying again the moderately low Vitamin A values and the distinctively low Vitamin C values for Indians living in remote areas. •

Eleanor E. Wein

Call for Papers

An invitation is extended for the submission of **Original Research Papers, Theme Articles** and **General Articles** for the *Canadian Home Economics Journal.* Topics relating to the well-being of families and individuals, to social issues, to issues affecting the profession of home economics, and to updating professional knowledge are of particular interest to the readers of the *CHEJ.* Authors are encouraged to write articles pertaining to the themes listed below but are free to write on other topics of interest to home economists. The *Guide to Authors,* printed on page 45 outlines the procedures to follow when preparing and submitting a paper. Research papers will be refereed by two or more qualified people.

Themes for 1983

Focus On		**Submission Deadline**
Winter:	*Shaping Policy*	October 15, 1982
Spring:	*Linking with Others*	January 15, 1983
Summer:	*Managing Careers*	April 1, 1983
Fall:	*Looking to Research*	July 15, 1983

Themes for 1984

Focus On		**Submission Deadline**
Winter:	*Home Economics:* *The State of the Art*	October 15, 1983
Spring:	*Home Economics:* *Professional Preparation*	January 15, 1984
Summer:	*Home Economics:* *Professional Practice*	April 1, 1984
Fall:	*Home Economics:* *A Look to the Future*	July 15, 1984

Book Reviews

Eat Cheaper by Brock and Elizabeth Junkin. Smithtown, New York: Exposition Press, 1982. p. 71; $5.50.

The authors have taken a chatty approach to the art of shopping and preparing food economically. Tips include how and when to shop for groceries, along with dollar stretching choices in each food group.

The use of convenience foods is discussed, pointing out which items may actually save you money.

Several tips on the care and use of kitchen appliances covering how proper use can save energy and money are provided. The author concludes by providing a four-week menu plan and recipes.

The book would provide the consumer with good, concrete, practical tips for shopping more economically. The author's light hearted approach makes reading the book easy, although the language is a little flowery in parts. The recipe suggestions lack detailed instructions and may therefore be confusing for the inexperienced cook.

Reviewed by:
Diane Rennie, B.Sc. HEc., B.Ed.
Energy Management Analyst
TransAlta Utilities, Calgary

My Father, My Son: Intimate Relationships by Lee Salk. New York: G.P. Putnam's Sons, 1982, p. 255, hardbound $13.95.

Intimate relationships is a topic that has universal appeal. The author, the bestselling child psychologist and nationally known *McCall's* columnist, has written a fascinating book that gives a compassionate, in-depth exploration of this subject. Dr. Salk presents a cross-section of "father-son attitudes, garnered from all walks of American life." Subjects in the extensively researched book range from small children to senior citizens, from Black mail carriers and Mexican-American waiters to board chairmen, a famous talk show host and a convicted murderer.

The book in some aspects covers three generations of father-son relationships. Filling an important gap in parenting, home economists will appreciate the revealing information from the participants that often caused them to interact with new levels of intimacy. As one interviewee said, "My father was not physically demonstrative with affection. He would never touch me. I think that would have been nice. I missed that . . . but, I touch my son . . . I hug him a lot."

These fathers and sons speak with compassion on such issues as the role of fathers, divorce and custody, and the social and intellectual contributions of fathers. One respondent said, "I see a man's role as both the traditional one of being the breadwinner and . . . the nontraditional role of also taking part in the housework. . . . My son was two and one-half when my wife and I separated. When he was little I would get up for those two o'clock feedings — I thought it was my responsibility as well as that of my wife." Another said, "It was really comforting to me growing up knowing my family was solid. Divorces . . . didn't occur. It was such a secure feeling. I can see a confusion in my son and other kids."

The author concludes with a remarkably frank portrait of what fathers and sons would like each other to know about their mutual feelings. This book is an excellent resource for the high school home economics teacher. Students will find worthwhile case studies for discussions.

Reviewed by:
Irene K. Lee, PhD
Extension Family and Child Development Specialist
University of Arkansas at Pine Bluff

The Seam Allowance, Industrial Home Sewing in Canada by Laura C. Johnson. Toronto: Women's Educational Press, 1982. p. 135, price $7.95.

Essential to understanding the clothing industry in Canada is the contribution made by homeworkers. This contribution is analyzed and described by Laura Johnson who provides a summary of the origins of industrial home sewing, a description of current practices, and attempts to regulate and control the labor practices in both Canada and the United States. The purpose of the book, as stated by Johnson, is to subject the practice of industrial home sewing to public scrutiny.

The industrial home sewer is part of the underground or informal economy, a sewer who works in her own home, without benefits of labor legislation or organized labor unions. Her work is one of isolation, health risk and general labor exploitation. Industrial home sewers are usually married women who, lacking other options, work within their own homes sewing garments for the clothing manufacturers, combining wage labor with domestic labor. Options are usually limited because the women are recent immigrants, are untrained for other work and have not a command of the working language.

Johnson estimates the number of home sewers in Canada may be as high as 100,000, a number which is presently increasing because the arrangement means low overhead and increased profits for manufacturers, factors of increasing importance in poor economic times.

Johnson's book is important in understanding the exploitative aspects of the clothing industry on women. Through making the hidden labor of the home sewer visible, we will see quite differently the costs of the clothing we buy and wear. Since home sewing has always been a part of industrial practice, Johnson challenges us to work to "alter the conditions which lead women to accept this exploitative form of labor".

This book will be of interest to all who are concerned about the clothing industry in Canada. Simply wirtten, it will be useful as a reference for senior secondary and college students in the study of the clothing industry.

Reviewed by:
Linda Peterat, graduate student
Department of Secondary Education
University of Alberta, Edmonton

Residential Air-to-Air Heat Exchangers

An air-to-air heat exchanger is a simple device that mechanically ventilates the air in an airtight house. Without a continuous supply of fresh air, any house becomes stuffy and unhealthy to live in. An air-to-air heat exchanger overcomes the following four problems: the accumulation of indoor air pollutants, such as carbon dioxide, radioactive radon gas and airborne metals; excessive humidity, thus preventing mildew and rot; oxygen depletion; and lingering odors.

An exchanger is necessary when a house shows signs of insufficient ventilation, such as excessive humidity in winter, stale atmosphere, or lingering cooking odors. Rarely are older homes able to be retrofitted to a point where they are this airtight. Many new homes are not built to this standard.

An air-to-air heat exchanger works in the following manner: a fan draws warm, humid, stale air from the house and passes it through the exchanger where it gives up most of its heat before being exhausted to the outdoors. To replenish the exhausted air, another fan draws in cool, dry, fresh air from outside and passes it through the exchanger where it picks up the heat lost from the outgoing air. The pre-warmed incoming air is then distributed through the house via the ducting. In a well designed exchanger, about 70% of the heat in the stale outgoing air can be transferred to the fresh incoming air. During the heat transfer process, the fresh incoming air is kept physically separate from the stale outgoing air, so there is no transfer of contaminants.

Exchangers are of two types. Counterflow exchangers bring warm air in one end and cold air in the opposite end. Crossflow exchangers bring warm air in one end and pass cold air across the warm air at right angles. Theoretically, counterflow exchangers are the more efficient design.

When an air-to-air heat exchanger is installed, it is important to balance the pick up of stale and fresh air. The heat transfer sheets of the exchanger must be kept clean inside and outside. This is accomplished by installing filters in the cold air intake and the stale air pick up system.

An exchanger's operation is controlled entirely by fans. Both the intake and exhaust fans must be set to run at the same rate to avoid pressurizing or depressurizing the house. Normally, squirrel cage fans are used. These are very quiet, certainly much quieter than a furnace fan.

Maintenance of residential air exchangers has not been fully addressed even by the manufacturers. Most manufacturers suggest the heat transfer sheets be hosed out with water under low pressure once every year or two. Future commercial exchangers may be built with readily retractable panels that can be quickly removed and cleaned or replaced without disturbing the exchanger. The only other maintenance required is to periodically check the fans and provide any tightening or lubrication required.

For more information on residential air-to-air heat exchangers, contact Print Media Branch, Alberta Agriculture, 9718 107th Street, Edmonton, Alberta, T5K 2C8, and request Homedex Fact Sheet 1700-78-4.

Brown Fat

Brown adipose tissue, or brown fat, comprises about 1% of the body mass. The two known sites of brown fat in adults are the neck and lower back. Recent research into brown fat centers around the theory that it transforms extra kilocalories into heat energy. It appears that this heat production is regulated by the release of norepinephrine from nerve endings to the sympathetic nervous system.

What is the relationship of brown fat to obesity? It appears that brown fat's ability to burn off excess energy may lie in its ability to switch on a heat-producing mechanism. Defects in this system may result in a slowed metabolic action, and therefore a propensity to obesity.

Another theory suggests that brown fat becomes less functional as an individual ages.

Research into the role of particular nutrients in the diet and their influence on brown fat activity is being studied. It appears brown fat is increased with sucrose and maltose feeding, and decreased by changing the amount of protein in the diet.

Reference: *Nutritionally Speaking*, 1982, 2 (2).

Eating Habits of High School Students

Lyse Vanier, a Quebec nutrition researcher, reports the following findings from a 1978 study of 800 French speaking students in the Verdun Community Health Department. 54.5% of the students ate little or no breakfast; lunch was incomplete in 60% of the cases studied; and dinner was incomplete in 40% of the cases studied. Incomplete meals were considered to be those not including foods from all the four food groups recommended in *Canada's Food Guide.* Snacking was prevalent. 57% of all students ate a snack during the morning, 50% snacked during the afternoon and 83% during the evening. Vanier believes these results are evidence of a need for teaching nutrition in high schools.

Reference: *Nutrition Quarterly*, 1981, 5 (3).

Federal Meat Inspection Celebrates 75th Anniversary

On September 3, 1982, Canada marked 75 years of continuous Federal meat inspection. The "Canada" stamp on meat products is still the best assurance to consumers of wholesome meat produced under strict government regulations and continuous inspection. About 90% of the commercial meat supply originates in Federally inspected plants.

The "Canada" stamp means the processing plant conforms to strict government standards for construction and sanitation. It means all livestock in the plant are inspected by Federal Government veterinarians before and after slaughter. Government inspectors exercise general oversight of all processing operations and check to ascertain that products adhere to the regulatory standards and that labels are correct and not deceptive.

Source: *Canadian Meat Council Communique*, 1982, 32 (8).

Sure-Fit Designs™

Glenda Sparling of Eugene, Oregon, has developed the Sure-Fit Designs™ system of master patterns. Sparling believes that with a set of carefully taken measurements and her pattern system, any home sewer can create a garment that will fit any figure.

The Sure-Fit Designs™ system came on the market in early 1982, and was first marketed in Canada in Calgary in October. Presently, Sparling sells three kits: one a dress design, secondly a pants design, and thirdly, a man's shirt design. From the instructions enclosed with the dress design kit, the home sewer can create over 1,000 different fashions.

Each master pattern indicates numerous body measurements. By connecting the appropriate measurement points, a sloper type of blue printed pattern is prepared. This customized pattern may then be varied by use of traditional flat pattern technique.

Included in each kit are the instructions for creating a number of specific outfits from the master pattern given. In addition, Sparling has prepared leaflets on specific fashion issues, such as the dolman sleeve and the petal sleeve.

Sparling has also created a stylus for use in her design method. The stylus incorporates the traditional curves of the French curve and the contours necessary for designing the crotch of pants.

Persons wishing more information about the Sure-Fit Designs™ system, write: Domar Canada, Sure-Fit Designs™, 2111 - 10th Avenue N.W., Calgary, Alberta, Canada T2N 1G6.

Clothing Designs for Children

Sunrise Industries of Orem, Utah, has developed a number of patterns with infants, toddlers and youngsters in mind. The patterns are designed to be multi-sized and reuseable. The master pattern uses the block system of presentation. The home sewer then traces the appropriate size onto tissue for use. Some of the sets of garments created by Sunrise are: Boys' and Girls' Wardrobe, Toddlers' Wear, Sleepwear, and Western Wear.

Garment construction instructions included with the pattern are brief. Seamstresses with more experience would find the instructions easier to follow. The instructions do not include the use of interfacing, understitching, or seam finishing. Seam allowances given are 1/4″. The pieces fit together accurately and therefore, are easy to sew.

For more information and a price list, write: Sunrise Industries, P.O. Box 1316, Orem, Utah, 84057.

How to Launder Contaminated Clothing

Pesticide residue is picked up on clothing worn during pesticide application. Because pesticides can enter the body through the skin, careful attention to clothing contaminated by drift or spills is required.

Researchers at Iowa State University, Ames, conducted a study to determine the best procedure for laundering the clothing worn by farmers during pesticide application. Heavy weight denim of 100% cotton and a polyester/cotton blend cambray fabric were used in the study; pesticides used were atrazine (a herbicide) and Thimet (an insecticide).

Results of the study showed that normal laundering was adequate in removing the pesticides — 99.8% to 99.9% of the chemicals were removed from the clothing.

These laundering procedures should be used: clothes worn while applying pesticides should be washed daily being placed directly in the washing machine or held in a plastic bag; pesticide-contaminated clothes should not be mixed with other laundry; hot water (140°F) heavy duty phosphate detergent and normal laundry methods for heavily-soiled clothing will remove the pesticides; any leftover pesticide should be removed from the washer by running the machine empty through the complete laundering cycle, using detergent. This recommendation is based on preliminary data, but is a good precautionary step.

Source: *The New Forest*, April 1982.

In the Marketplace

- **Consumer Behavior.** The average Canadian consumer is managing household affairs in a prudent and conservative manner, according to a Bank of Canada study on borrowing and lending patterns. In 1981, consumers cut borrowing to 13% of total borrowing in the country (down from 23% in 1980), reduced levels of family debt, built up fixed-term deposits and took advantage of 1981s 19½% Canada Savings Bonds. Over the year, the rate of growth in personal deposits at major financial institutions was just under 15%.
- **Product Safety.** Two Australian doctors have linked consumption of monosodium glutamate (MSG) to the onset of asthma attacks. The Toronto Allergy Information Association has concurred with these findings and advises asthmatics to eliminate MSG from their diets. The food additive had previously been cited as a cause of depression and "Chinese restaurant syndrome", a common allergic reaction.

Source: Market Highlights, July-August, 1982, Alberta Consumer and Corporate Affairs.

Food and Drug Interactions

Milk and tetracycline — the former is a food, the latter a drug. When taken together, they constitute a food and drug interaction. Such interactions are often complex, and sometimes subtle. These may be manifested in two ways. Firstly, foods or patterns of dietary consumption alter drug absorption, effectiveness, or metabolism. For example, dairy products and antibiotics; cheese, herring, wine and MAO (monamine oxidase) inhibitors; foods and acid-labile antibiotics; alcohol and drugs; and vitamin B_6 and levodopa (used in treatment of Parkinson's disease). Secondly, some drugs are capable of impairing or altering the absorption and utilization of nutrients. For example, potassium and anti-hypertension drugs; folic acid, vitamin B_6 and oral contraceptives; folic acid, vitamin B_{12} and anticonsulsants; and vitamins A, D, E, K and mineral oil.

Adverse food and drug interactions are not easy to predict or detect. Co-operation among the health professionals involved is essential for patient safety. The patient must also share in the responsibility for safe and effective drug use by reading labels and patient-package inserts; by following the doctor's orders on drug taking; and by maintaining a well-balanced diet. For more information on food and drug interactions, contact the Health Protection Branch and request Education Services Dispatch #50.

Source: *Insight*, Spring 1982, Health Protection Branch, Western Region, Health and Welfare Canada.

(Continued on page 44)

New Publications and Visuals

Canada's Food Guide Handbook (Revised)

Further to the revisions of *Canada's Food Guide, Canada's Food Guide Handbook* has been revised. It includes many new sections, one being "Central Principles in Canada's Food Guide." The three major principles identified are the need for variety, energy balance, and moderation. The publication then goes on to define the four food groups in detail. A section is included on weight control. Charts are presented that indicate the relative energy provided by foods within each of the four food groups. The requirements of pregnant and lactating women, infants, pre-schoolers, young children, adolescents and older adults are outlined.

A chapter on Nutrition Education Concepts defines a nutrition concept as "a generalization used to organize and categorize nutrition information as it relates to current food and health issues". The writer's of the **Food Guide Handbook** then present four basic concepts and outline teaching activities that could be used to present these to various audiences.

The manual concludes with a list of additional resources including: provincial departments of health and general nutrition reference books.

To obtain a copy of *Canada's Food Guide Handbook (Revised)*, contact your provincial office of Health and Welfare Canada.

Alice in Additiveland

This new audio/visual presentation has been developed by Health and Welfare Canada's Educational Services to serve as a teaching tool in the study of food additives. It is most appropriate for use at the junior high or high school levels, although some consumer groups might also find it to be of interest.

Alice is portrayed as a young, inquisitive consumer, and it is through her questions that the subject of food additives is pursued. Topics covered include the functions, testing and approval procedures, regulation, and labelling of food additives.

It is stressed throughout that a wide choice of food is available in the marketplace. Some foods contain additives, many do not. The ultimate choice rests with the consumer.

Alice in Additiveland is approximately 15 minutes in length and is available in a filmstrip/tape package in English from: *McIntyre Educational Media Ltd., 30 Kelfied Street, Rexdale, Ontario M94 5A2. Price: $35.00.* The French presentation is available as a slide/tape package and may be ordered from *SECAS ADIMEC, 5225 Rue Berri, Montreal, Quebec H2J 2S4. Price: $90.00.*

Grain in Fabric

J. & P. Coates (Canada) Inc. has prepared another educational leaflet in their *Stitch in Time* series. *Grain in Fabric* describes how the home sewer can locate the grain in woven fabrics, knit fabrics and in non wovens. Fabric preparation is discussed extensively. The relationship between preshrinking of the fabric and straightening of the grain is outlined for each of the three fabric types. Additional hints are given for special fabrics, such as stripes, plaids, prints and shaping fabrics. Guidelines for stitching with the grain during garment construction are given.

This publication is useful to the home sewer as well as those instructing garment construction in schools or adult education courses.

To obtain copies of *Grain in Fabric*, write to *J. & P. Coates (Canada) Inc., Educational Services Department, P.O. Box 519, Station A, Montreal, Quebec H3C 2T6.*

Canada's Food Grades

Of interest to students and consumers alike, *Canada's Food Grades* is an update on Canada's food grading and inspection system. It includes grade names and labelling information for the agricultural products sold by grade on the retail market. It also includes a brief history of grading legislation in Canada.

The 30-page booklet in English and French is available free from: *Communications Branch, Agriculture Canada, Ottawa, Ontario K1A 0C7.* Ask for Publication 1720E or 1720F.

New from the Insurance Bureau of Canada

The Insurance Bureau of Canada has prepared numerous publications in 1982. Among these are: *Inflation and the Cost of Car Repairs,* • *Wood and Coals Stoves — A Primer on Safety,* • *Home Insurance Explained,* • *Insuring Your Valuables.*

To obtain copies of these new publications, write to: The *Insurance Bureau of Canada, 181 University Avenue, Toronto, M4H 3M7,* or contact the regional office of the Insurance Bureau of Canada that is located nearest to you.

Mooch's Money Book

Mooch's Money Book is part of a new promotion aimed at young savers by Canadian Credit Unions. In the promotional kit each "Mooch Super Saver" receives a Money Book similar to a coloring book. It contains numerous pages of activities such as identifying the coins and bills used in Canadian currency and a decision-making activity where Mooch has only two dollars to spend. The activity book is a fun way to introduce children to money management.

The Mooch promotion was produced by the Credit Union Central of Saskatchewan. To obtain information or sample copies of the Mooch kit, contact the *Credit Union Central in your own province.*

In Touch

In Touch published by the newly formed Instant Nutrition Institute (INI) is a four-page quarterly newsletter designed to provide nutritionists, other health care professionals, and educators specializing in infant nutrition with factual information on developments in the infant nutrition field. Its purpose is to provide up-to-date information concerning current trends and issues affecting infant feeding. *In Touch* will be reviewed by leading Canadian nutritionists and pediatricians who serve on an Advisory Council to INI. Of interest to members of CHEA is the fact that Linda Clark, Nutrition Consultant from Manitoba and Chairman of CHEA's Food and Nutrition Committee is a member of the Advisory Council

Timely and important developments in infant nutrition, such as breastfeeding, introduction of solids, under- and over-feeding, vitamin and mineral supplementation, controversy over cow's milk, and allergies will be among the topics featured.

To have your name placed on the mailing list for *In Touch*, write to: *Infant Nutrition Institute, 250 Bloor Street East, Toronto M4W 1G1.*

The Infant Nutrition Institute has been established by the H. J. Heinz Co. of Canada Ltd., in the interest of promoting infant nutrition education among health professionals and the general public. The INI is the first public service of its kind in Canada.

Straight Talk About Salt

The Salt Institute, in co-operation with the American Food and Drug Administration, has prepared *Straight Talk About Salt.* This publication defines the various sources of sodium in the diet, pointing out that there is natural sodium, sodium in the home, plus other sources such as prescription and non-prescription medications. Sodium requirements and functions are discussed. A table of common foods and their sodium content in milligrams is given. A second table outlines sodium containing compounds used in processed foods along with the compound's purpose. The information in the publication is well referenced.

For a free copy write to: *Salt Institute, 206 N. Washington Street, Alexandria, Va., 22314.*

All About Housing

Home designers will find the following publications useful.

- From Canada Mortgage and Housing Corporation:
  - *Condensation in the Home: Where, Why and What to Do About It:* Revised in 1982, this publication discusses air moisture in the home; surface and concealed condensation; householder practises that affect humidity and simple measures that householders may take to reduce surface condensation.
  - *Log House Construction Requirements:* Log houses are of increasing interest to Canadians. This 49-page manual contains a glossary of terms specific to log construction, descriptions of construction requirements, plus detailed drawings and diagrams of construction methods.
  - *Site Planning Bibliography:* The main purpose of this brochure is to present information on site planning to individuals active in the field of housing. The bibliography is not exhaustive, but contains a selected list of references.

Anyone wishing to obtain copies of the above free publications should write: *Publications Section, Canada Mortgage and Housing Corporation, Montreal Road, Ottawa, K1A 0P7.*

- *Low Energy Home Designs:* This publication was printed in 1982 by Alberta Agriculture's Home and Community Design Branch. It contains 20 unique home designs that feature multi-use spaces, efficient zoning, and suggests specific energy conserving building techniques. All plans stress the advantages of total development of *all* living areas when the house is constructed.

The second section of the publication is factual. Principles of siting, constructing and operating a low-energy home are discussed, as well as the basics of plan layout. Numerous cut away drawings further explain the written text. An extensive list of reference books and pamphlets is included for the readers further study.

To receive a free copy write: *Alberta Agriculture, Print Media Branch, 9718 107th Street, Edmonton, Alberta, T5K 2C8, requesting Homedex 1700-75.*

Eat Smart

The benefits to using computers as a teaching tool are being explored by many educators. The Pillsbury Company has capitalized on this interest and have developed an innovative computer teaching tool called *Eat Smart.* The *Eat Smart* computer nutrition program is designed to create awareness of the key nutrients in a user's diet and of ways to imnprove food choices. The computer program, written for use on an Apple II computer program, written for use on an Apple II computer, analyzes a user's diet for one day. Users select what they would eat in a typical day from a list of 136 foods. The computer's nutrition analysis of each food, each meal and snacks, plus the day's total, appears on the video screen, along with suggestions for improving the diet.

The porogram is easy to use, and the directions included with the *Eat Smart* package are clear. The main problem for Canadian users is that the nutrient analysis is based on U.S. Recommended Dietary Allowances.

For anyone interested in computer assisted instruction, a copy of *Eat Smart* is certainly worth the $19.75. Included in this price is a copy of the program disc, user instructions, food worksheets plus supplementary teaching ideas for using the program.

For a copy of this kit, send a money order or cheque for $19.75 in U.S. Funds to: Eat Smart Kit Consumer Public Relations- 3286 The Pillsbury Company, Pillsbury Centre MINNEAPOLIS, MN 55402.

What's New *(Continued from page 42)*

Swim Wear for the Mastectomee

The Canadian Cancer Society estimated that there would be 74,000 new cancer cases diagnosed in 1980, of which 8,480 would be breast cancer. Often the treatment for a cancerous breast is a mastectomy. Following surgery feelings of depression, deprivation and incompleteness are experienced by many women. The woman must not only deal with the physical and psychological trauma of losing a breast but more importantly the fear of premature death.

After the physical scars of surgery have healed, the woman is usually specially fitted for a breast prothesis. The prothesis enables the mastectomee to restore figure symmetry. The form rests in the cup of her brassiere.

A mastectomee will be able to wear most of the clothes she wore prior to her operation however she may run into difficulty in the area of swim wear. It is important that the suit design hides the scars of surgery and maintains figure symmetry. Mastecomees usually find it appropriate and comfortable to wear a one-piece suit with a V-neck front and a deep-scoop back. This design allows the wearer coverage in the front yet a fashionable amount of bareness in the back. A round neckline is popular, but reveals more of the chest area. Women who have undergone extensive surgery prefer a high neckline in front, a deep scoop in back, with straps that criss-cross in the center. This style gives the most support and security. Some women need extra coverage under the arm and above the bust area. This coverage can be gained by purchasing a suit with moderately wide shoulder straps, approximately 4-5 cm. Fabric preference among mastectomees is a matter of personal choice. A printed fabric is often preferred because the eye is drawn to the print and not the swim suit's silhouette.

These are swim suits designed specifically for mastectomees. These suits come with a pocket sewn to the cup or lining. A modesty piece accompanies many suits. It is a separate strip of material of the same fabric as the suit, that the mastectomee may sew along with the neckline or armhole to make adjustments in accord with individual needs. These garments are considerably more expensive due to the added features.

There are a number of points mastectomees find difficut to reconcile concerning the design of swim suits available in retail outlets. They are: a proper fit in the bust area, the high cost of specially designed swim suits to which they must resort, the shape of neckline and lastly, the width of the shoulder straps. Mastectomees will be grateful when the garment industry begins to respond to their needs in swim wear.

From an article submitted for use by: **Donna Duerksen**, Manitoba.

Canadian Home Economics Journal

Guide for Authors

General Articles/Letters to the Editor

The *Journal* welcomes articles of interest to home economists and those who share their concerns. Papers related to social issues, issues affecting the home economics profession, updating professional knowledge, and the professional involvement of association members are of particular value. Themes and submission deadlines for each coming year are printed in the Winter issue of the *Journal*. Authors are encouraged to write articles with the themes in mind but should not feel bound by this directive. Authors submitting papers which fall into one of the categories for the Refereed Section may prefer to submit their articles to the Research Editor for consideration for the Refereed Section.

Because editing is time-consuming and publishing costly, it is essential that articles be concise, accurately documented and thoroughly proofread before submission. The editors reserve the right to edit general articles* and letters** for inclusion in the *Journal* and to send *selected* manuscripts out for review. When extensive editing is necessary, papers may be returned to the author for revision. Authors are encouraged to use non-sexist language in their articles. One step in this direction is to avoid the use of "he" or "she" when the content refers to both sexes. Reference for spelling will be *The Gage Canadian Dictionary*.

Preparing the Manuscript for General Articles

- Submit manuscripts in English and/or French.
- Limit the length of manuscripts.*
- Type manuscripts using double-spaced settings and leave an ample margin on each side of the page.
- Include sub-headings in the article when appropriate.
- Limit the style for references, citations, and footnotes to that outlined in the *Publication Manual of the American Psychological Association*. For an overview of APA style, consult the "Citations" and "References" section under the heading "Research Section" which follows.
- Include an abstract or summary of 100-150 words in French and English. If the abstract is submitted in only one language, translation services will be provided.
- Obtain permission as necessary for the reproduction of graphics to accompany the manuscript. Include a copy of both the permission and the appropriate credit line for each. There is no guarantee that graphics will be returned but every effort will be made to do so. **The inclusion of graphics for general articles is encouraged**. Diagrams and illustrations **must be** camera ready.
- Include a *title* page which contains the following information:
  - Title of paper
  - Name(s) of author(s) and present position(s)
  - Institution or firm with which author(s) is/are associated
  - Degrees held (include granting institution)
  - Additional biographical material as appropriate. A **photograph of the author** or authors, preferably a black and white glossy, any size should be included.
  - Address and telephone number of the author.
- Submit **three** copies of the manuscript plus a cover letter to:

Betty Mullen
20 Marlboro Road
Edmonton, AB T6J 2C6
(403) 434-0711

or

Dr. Verna Lefebvre
Dept. of Secondary Education
University of Alberta
Edmonton, AB T6G 2G5
(403) 432-5769 or 487-4746

Copyright Policy

In order to facilitate arrangements with indexing and abstracting services, microfilming, and granting others permission to reproduce materials from *Journal*, and to ensure maximum use and diffusion of the content of *Journal*, **each author** will be asked to transfer copyright to the Canadian Home Economics Association by signing *Assignment of Copyright* and *Licence to Use* forms. These **must be returned** to the Editor before the article in question can be published.

Research Section (Refereed Section)

The goal of this section of the *Journal* is to provide researchers directly concerned with the well-being of families and individuals the opportunity to publish in a Canadian journal.

Submission of Manuscripts

An author's submission of a research paper implies that the paper is based on original research not published elsewhere. Send **four** copies of the complete manuscript to:

Dr. Dianne Kieren
Family Studies Dept.
801 General Services
University of Alberta
Edmonton, AB T6G 2E2

Upon receipt of a manuscript, the author will receive an acknowledgement of same and copyright and licence to use forms. Two or more qualified persons will be selected as referees. Within six weeks the author should receive a letter giving a summary of the referees' decisions, comments and suggestions. Referees may accept the paper as first presented; they may suggest minor changes; they may recommend major revisions, or they may reject the paper entirely. If the author agrees with the reviewers' comments the author should incorporate those suggestions in the second draft. If, however, the author does not agree with the suggested changes, the author can refuse to change and provide justification for that stand. The paper will be published as soon as possible after it is accepted.

Contributions to this section of the *Journal* include:

- Original research papers.
- Review papers related to topics of current interest.
- Research notes on particular issues.
- Theoretical forums related to theory development in an area.

Criteria Used to Evaluate Research Articles

- Does the research report focus on a significant problem in home economics?
- Does it generate new knowledge, confirm or refine known facts?
- Are findings interpreted logically?

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* Limit manuscripts to between 6 and 10 pages of double-spaced type (from 1,500 to 2,500 words) excluding references. Reference may be as extensive as required. Manuscripts longer than 10 pages of double-spaced type are considered lengthy and may require extensive editing.

** Limit Letters to the Editor to 500 words.

- Does it use sound research methodology?
- Is it scholarly, well organized and well written?
- Is it presented in a form and length which makes publishing feasible?

Preparation of the Manuscript

Research papers should be organized as follows:

- Title page
- Abstract in French and/or English on separate sheets
- Text of Manuscript
- References
- Tables (one per page)
- Figures (one per page). **Diagrams and illustrations must be camera ready.**
- Acknowledgements (on a separate page)

Title Page

Because papers are submitted anonymously to reviewers, the following information appears only on the title page.

- Title of paper — keep as brief and concise as possible
- Name and present position of author(s)
- Degrees held (including granting institution)
- Institution at which research was conducted and date of its execution
- Name and address to whom galley proof is to be sent. (Galley will be sent to author for proofreading if possible.)
- Number of reprints requested, if any. Information as to the cost is available upon request.

Abstract

The abstract page follows the title page and starts with the complete title of the paper but does not contain the name(s) of the author(s). It should be:

- A concise summary of the research and should stand on its own.
- Approximately 100 words in length and should not exceed the maximum of 150 words.
- Submitted in both French and English if possible. If this is not feasible, or if the abstract is submitted in only one language, translation services will be provided.

Text of the Manuscript

The author is fully responsible for correct sentence structure, good English and accurate spelling. The style should be readable with a minimum usage of specialized language.

- Begin the text of the manuscript on a separate page and type with 3 cm margin on all sides.
- Number each page at the top right hand corner. In the left margin, number the lines of each page. This makes reference to a specific page and line easier for the reviewers and author(s).
- Type double-spaced and on only one side of the paper.
- Limit the length of manuscripts.*

Citations

- Citations in the text should be by author's surname, date and pages cited if a direct quotation is used.

Examples —
Roach and Eicher (1965) found it necessary to . . .
Davis (1969, p. 464) stated, "It is . . .
Recent research (White, 1965; Black, 1967) supports the findings . . .

- Where reference is made to an article by two and three authors, the first time it appears *all names* must be listed. In any further reference use the first listed author and et al. Where reference is made to an article by more than three authors, it is acceptable to use the first listed author's name and et al. at all times.

Example:
First reference:
Blue, Casey, and Trirud (1969) reported that . . .
Any further reference:
Blue et al. (1969) favor the theory . . .

References

All work cited in the paper must be listed among the references. Uncited works should not appear in the references. References are typed on a separate page, double-spaced throughout, alphabetized by first author's surname. Several references by the same author are arranged by year of publication.

Examples *(Note the use of lower case in titles)*

- **Book**
  Bietler, E. & Lockart, B. *Design for you*. Toronto: John Wiley, 1969.
- **Journal Article**
  Collard, L.F. The implications of mainstreaming in Canada. *Canadian Home Economics Journal*, 1981, *31*(4), 225-227.

There should be no abbreviation of the names of journals.

- **Doctoral Dissertation**
  Pestle, R. *The relationship of pupil-teacher rapport to pupil choice of learning activities* (Doctoral dissertation. Cornell University, 1965). (University Microfilms No. 65-3137.)

Tables

Tables should be kept to a minimum and used only when they add value to the paper. Type each table on a separate page, double-spaced with complete caption at the top of the sheet. Number each table and refer to it in the text by that number. Indicate the location of the tables as follows:

(Insert Table I)

There should be no vertical or horizontal rules except those in the heading and at the bottom of the table.

Graphs and Pictures

Like tables, graphs and pictures should be limited in number and used only when absolutely necessary. Graphs or drawings should be professionally prepared in India ink with a mechanical lettering device. They should have a clear heading and be numbered, e.g., Figure 1. Like tables, each graph is presented on a separate page with instruction in the text as to the place of insertion.

Style and Organization

Scholarly presentation of the research is the responsibility of the author(s). Organize material in a logical sequence and give enough details of techniques so that other readers can understand clearly the execution of the research.

Additional Information

Authors should consult the *Publication Manual of the American Psychological Association* for additional information not given herein.

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* Limit manuscripts to between 8 and 12 pages of double-spaced type (from 2,000 to 3,000 words) excluding references. Reference may be as extensive as required.

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will make our Association more effective

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Give the form on this page to a home economist you know

CONDITIONS OF MEMBERSHIP

MEMBERSHIP CLASSES

There are five classes of membership: active including life, associate, student, reserve and honorary.

ACTIVE MEMBERS

1. Active membership shall be limited to individuals with the following qualifications whose application is approved by the Board of Directors:
   a. a degree in Home Economics from a recognized university or
   b. a degree in a related field from a recognized university who by interest and activity serves the goals of the Association or,
   c. was a member in good standing of the unincorporated body known as the Canadian Home Economics Association at the time of the incorporation of the Association and who maintains continuous membership in good standing of this Association.
   d. The Board of Directors may grant active membership to one who, after five years of associate membership in the Association, is deemed to have made an active contribution to the Association or the profession.
2. An individual who has had continuous active membership for at least ten years immediately prior to applying for life membership may become a life member subject to the approval of the Board of Directors.

ASSOCIATE MEMBERS

Associate membership shall be limited to individuals with the following qualifications whose application is approved by the Board of Directors:

A secondary school certificate and:

a. a Home Economics diploma granted by a recognized college or School of Technology after two years of successful study, or
b. a provincial Home Economics teacher's certificate, or
c. a provincial teacher's certificate with additional training in Home Economics equivalent to at least one year of successful study, or
d. training in home economics equivalent to two years of successful study, with continued part-time study towards the completion of a degree in home economics or home economics education.

STUDENT MEMBERS

Student membership shall be granted to a person enrolled in a **full-time** undergraduate program at any Canadian university, faculty, college, school or department which is eligible to send voting delegates to the ACHES convention.

RESERVE MEMBERS

Reserve membership may be granted on application to the Board of Directors to those who qualify as active or associate members, and who are now:

a. graduate students enrolled in full-time post graduate study in home economics or a related field for a minimum of six months of the membership year, April 1 to March 31
b. home economist employed on an average of less than 10 hours per week
c. retired

HONORARY MEMBERS

Honorary membership is awarded from time to time to distinguished individuals who have made note worthy contributions to some aspect of the profession of Home Economics who *are not* employed as home economists.

An Honor Award is granted by unanimous vote of the Board of Directors to honor a member for outstanding leadership and service to the Association and/or the profession of Home Economics over a period of years.

Membership is effective for twelve months beginning March 31, June 30, September 30, or December 31.

FEES —	1982	1983
Active and Associate members (annual) ...	65.00	75.00
Life Membership	975.00	1125.00
Student members (annual)	20.00	22.50
Reserve members (annual)	35.00	40.00

Membership includes subscription to the Canadian Home Economics Journal published Spring, Summer, Fall, Winter.

Home Economics graduates from Canadian universities for the year of graduation with their qualifying degree may become members of the Association at a fee which is one-half the current active/associate membership fee.

CANADIAN HOME ECONOMICS ASSOCIATION
L'ASSOCIATION CANADIENNE D'ECONOMIE FAMILIALE
805-151 rue Slater Street, Ottawa, Ontario K1P 5H3 (613) 238-8817/238-8819

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University, College or School Attended Université, collège ou école	Major Specialisation	Degree or Diploma Rec'd Degré ou diplôme	Date

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If you have a short statement you would like to make, an opinion you want known, or added information to supplement points raised or statements made in past articles, you are encouraged to write a **"letter to the editor."** *Such letters let us know of your interests and help to promote discussion among members.*

Deadline for submission of articles or items for the **Spring 1983** issue of the CHEJ is **January 15, 1983** and April 1 for the **Summer 1983** issue of the CHEJ

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☐ If you wish to become active in CHEA, check here/Si vous désvez participer activement à l'ACEF, cochez:

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For more information write:

Carey Krukowski
2804 Morley Trail, N.W.
Calgary, Alberta T2M 2G7

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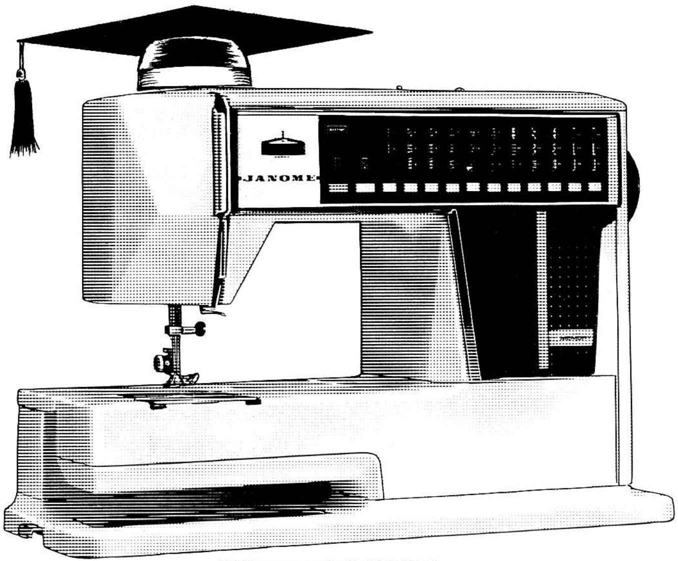

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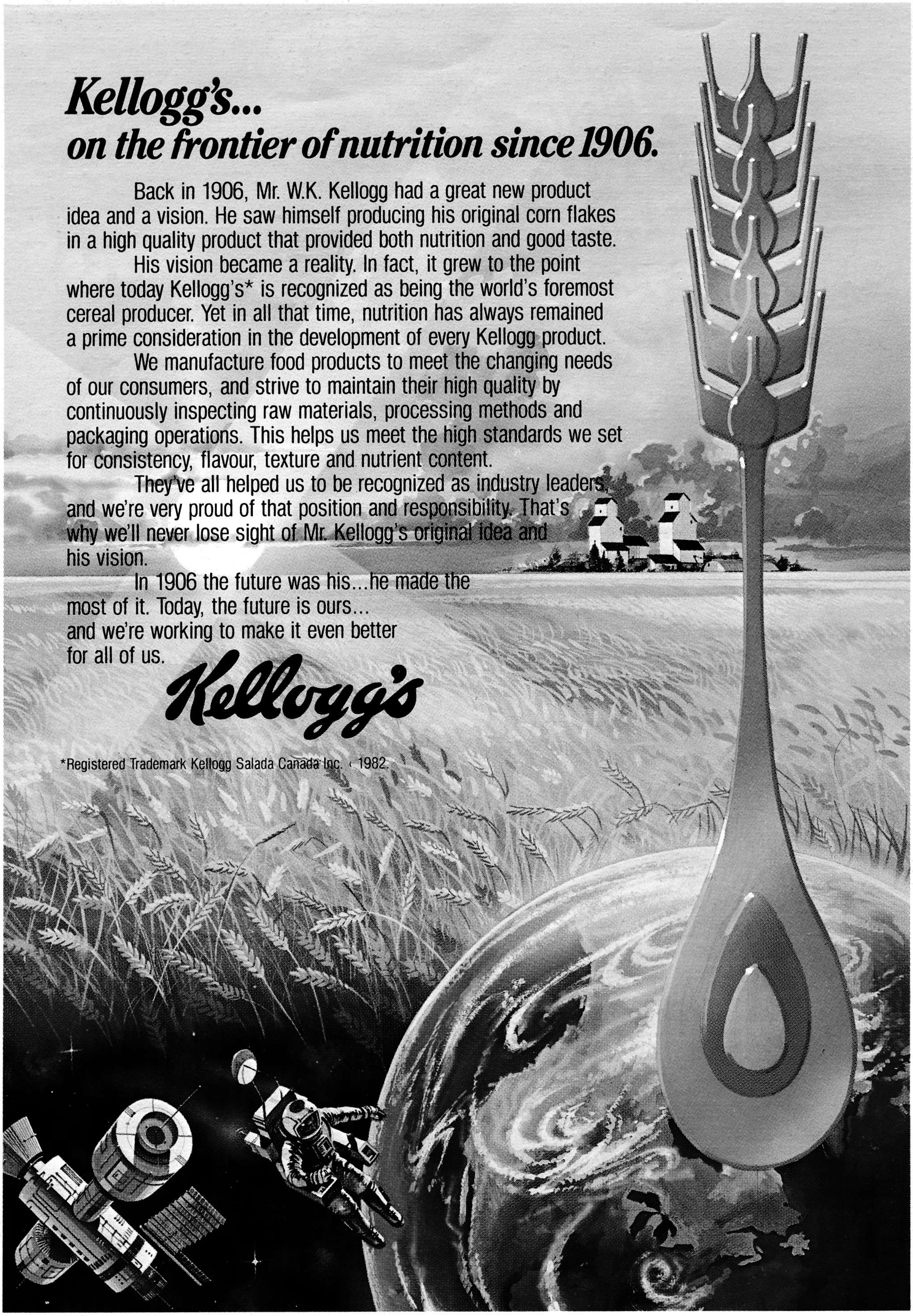

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